

# TIME

## KISS YOUR MALL GOODBYE

Online shopping is faster,  
cheaper and better

**Plus:** Hot stocks and brash billionaires

Jerry Yang  
of Yahoo!





The remarkable thing is, you can't even see it from the narrow stretch of highway that takes you there.

Instead, you are struck only by the rich green hue of the surrounding hills for which the town was named.

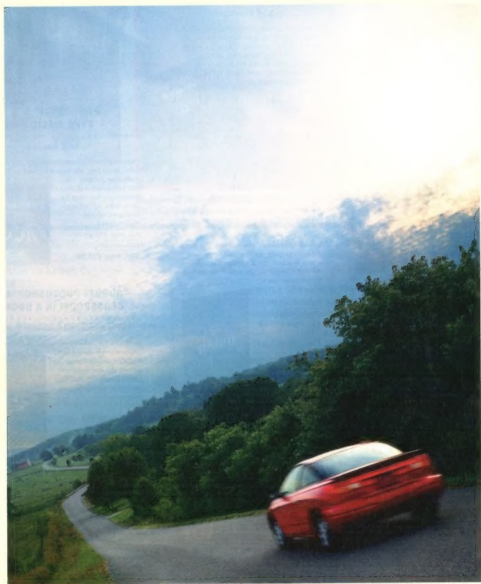
In short, it's about as far removed as you can get from how anyone might picture the setting for a car factory.

So where exactly is Spring Hill? Let's just say it's about a million miles from Detroit.

And ever since the first Saturn rolled off the assembly line there, it's brought a breath of notably fresh air to the auto industry. A place where it's actually become possible to start over and build a car in this country better than it's ever been built before.

Where labor and management share an equal voice. Factory technicians are free to act on their ideas. And a group of spirited retailers have made it easy and—dare we say—*fun* to buy a car.

All in all, a pretty different place. To which we ask, when do you suppose doing the right thing won't be considered different?



A DIFFERENT KIND *of* COMPANY. A DIFFERENT KIND *of* CAR.

The 1998 Saturn SC2 comes with an M.S.R.P. of \$15,295, including AC, retailer prep and transportation. Of course, options, tax and license are extra. We'd be happy to provide more information at 1-800-522-5000, or visit us on the Internet at [www.saturn.com](http://www.saturn.com). ©1997 Saturn Corporation.



# THE Computer PAGE.

## SAMS TEACH YOURSELF ADOBE® PHOTOSHOP® 5 IN 24 HOURS

by Carla Rose

Why waste time? In just twenty-four hours, you can learn Photoshop 5. Handy hints take you right to the answers you need, and one-hour lessons walk you through everything from installation to channel operations. What a difference a day makes! (SAMS)

Pub. Price: \$19.99  
Discount 20%  
B&N Price \$15.99



## SAMS TEACH YOURSELF ADOBE® PHOTOSHOP® 5 IN 21 DAYS

by T. Michael Clark

Learn Photoshop 5 in twenty-one, simple lessons, beginning with the basics and taking you through topics such as layer masks. The linear format leaves nothing to chance and allows you to set your own pace. (SAMS)

Pub. Price: \$39.99  
Discount 20%  
B&N Price \$31.99



## MASTERING™ PHOTOSHOP® 5 FOR THE WEB

by Matt Straznitskas

Whether you are new to Photoshop or an old hand, Mastering Photoshop 5 for the Web will help you make your Web pages sing. The CD is written specifically for Web use, and the CD is bursting with utilities and techniques to take your designs from run-of-the-mill to top-of-the-heap. (Sytek)

Pub. Price: \$49.99  
Discount 20%  
B&N Price \$39.99



## USING ADOBE® PHOTOSHOP® 5

by Dan Giordan and Steve Menz

Using Adobe Photoshop 5 is jam-packed with detailed figures, succinct instructions, and useful examples. Working with selections, paths, and masks; retouching digital photographs; and creating special effects are just some of the features richly detailed herein. (Que)

Pub. Price: \$29.99  
Discount 20%  
B&N Price \$23.99



## PHOTOSHOP® FOR WINDOWS® FOR DUMMIES®

by Deke McClelland

Deke McClelland has authored more than thirty books on computer graphics. His laid-back approach perfectly suits the no-nonsense style of the Dummies series. Special icons point you to shortcuts, warn you of danger, and detail features new to version 5. (Also available: Photoshop 5 for Macs for Dummies.) (IDG)

Pub. Price: \$19.99  
Discount 20%  
B&N Price \$15.99



## PHOTOSHOP® 5 TYPE MAGIC

by Greg Simsic

Photoshop 5 now has type effects, such as cross-stitch, lemon peel, and stippled, that will dazzle and amaze your audience. The best part is that all of these features use Photoshop 5's native filters and features—no plugins required. (Hayden Books)

Pub. Price: \$39.99  
Discount 20%  
B&N Price \$31.99



## ADOBE® PHOTOSHOP® 5 CLASSROOM IN A BOOK

by the Adobe Development Team

Learn from the best with this completely updated tutorial! In this tutorial, developed by the developers of Adobe Photoshop, concise lessons and a cross-platform CD are the perfect tutors for the best image manipulation program available. (Adobe)

Pub. Price: \$45.00  
Discount 20%  
B&N Price \$36.00



## INSIDE ADOBE® PHOTOSHOP® 5

by Gary David Bouton & Barbara Bouton

Get the most from Photoshop 5's power. This guide will show you how to customize aspects of Photoshop 5 to suit your needs, and the step-by-step lessons will have you manipulating images faster than you have ever dreamed possible. (New Riders)

Pub. Price: \$44.99  
Discount 20%  
B&N Price \$35.99



# barnesandnoble.com

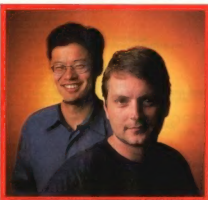
VISIT OUR STORES OR ONLINE AOL KEYWORD: BARNESANDNOBLE  
CALL 1-800-THE BOOK FOR STORE LOCATIONS OR TO ORDER BOOKS



THE WEEKLY NEWSMAGAZINE



**Demand for Democracy:** Protesters fill the streets in Nigeria (see WORLD)



**Masters of Their Domain Name:** Jerry Yang and David Filo of Yahoo change retailing (see COVER)



**What's Next?** Tina Brown resigns, and the whole town talks (see PRESS)

<b>AMERICAN SCENE:</b> The Marine Band turns 200	8	<b>EXECUTIVES: CEO Retreats</b>	44
<b>NOTEBOOK</b>	15	Come tour the vacation camps of America's moguls	
<b>CALVIN TRILLIN</b> on Kansas City steak	20	<b>SOCIETY AND SCIENCE</b>	
<b>MILESTONES</b>	21	<b>FAMILY: Boys Will Be Boys</b>	46
<b>NATION</b>		Two new books examine how to give boys a good footing	
<b>EDUCATION: Making Teachers the Issue</b>	22	<b>Population:</b> An appeal for couples to have <i>Maybe One</i> child	47
Polis from both parties are looking for more accountability in the classroom. The unions are taking notice		<b>SOCIETY: Transgenderers on the Rise</b>	48
<b>Tenure:</b> The case of Ms. God shows the problem	25	Once ostracized, transsexuals are gathering political force	
<b>VERDICT: Swift and Efficient Justice</b>	26	<b>PRESS: Tina Brown Takes a Walk</b>	50
A \$100,000 bounty offered by the <i>National Enquirer</i> leads to the quick conviction of the man who killed Bill Cosby's son		The <i>New Yorker</i> editor creates the biggest buzz of all by resigning to take on a vague enterprise at Miramax. Hold on tight. This promises to be the greatest story ever spun	
<b>CRIME: A New York City Millionaire Vanishes</b>	27	<b>Finances:</b> Big changes, but her magazine never made a dime	54
A mother-and-son team are the prime suspects		<b>THE ARTS</b>	
<b>JUSTICE: Biological Favoritism</b>	28	<b>SHOW BUSINESS:</b> Chris Rock shows that a comedian can be really honest and really funny at the same time	56
A court grants custody of a child to the natural mother, even though she's in jail for killing one of her other children		<b>TELEVISION:</b> The (shh!) secret world of the Teletubbies	60
<b>WORLD</b>		<b>CINEMA:</b> With a swish and a swoosh, <i>Zorro</i> rides to the rescue	62
<b>NIGERIA: Democracy Now Has a Martyr</b>	30	Cameron Diaz brings gangly charm to a gross-out farce	62
Imprisoned opposition leader Abiola dies of a heart attack		<b>MUSIC:</b> Another red-hot producer steps up to the mike	63
<b>GERMANY: The Man Who Would Be Chancellor</b>	32	<b>BOOKS:</b> Surveying the theories that try to explain Hitler	64
Gerhard Schröder is running way ahead of Helmut Kohl		A memorable tale of the love between patient and nurse	64
<b>BRITAIN: The Prince and the Paramecium</b>	33	<i>Florence Harding</i> , a titillating look at our 29th First Lady	65
Over tea, William and Camilla meet for the first time		<b>Q+A:</b> Karen Finley prefers Betty Crocker chocolate	65
<b>BUSINESS</b>		<b>PERSONAL TIME</b>	
<b>COVER: The Cyberspace Marketplace</b>	34	<b>YOUR HEALTH:</b> Christine Gorman on walking during labor	67
Americans are buying everything from books to wine on the Internet. The retail business will never be the same		<b>YOUR MONEY:</b> Daniel Kadlec on the versatile Roth IRA	68
<b>Shopping:</b> A guide to who's selling what and for how much	36	<b>YOUR TECHNOLOGY:</b> Joshua Quittner on video e-mail	70
<b>New Rich:</b> Who's making the really big bucks	42	<b>PEOPLE:</b> The guard and Steve Jobs; Murdoch skips court	73
		<b>ESSAY:</b> Roger Rosenblatt on race	74
		<b>COVER: Digital photomontage by Arthur Hochstein and Ed Gabel.</b>	
		<i>Jerry Wang photograph by Robert Holmgren.</i>	





Holly McPeak, world-class beach volleyball player focused  
on winning... in Speedo®



# SPEEDO®

Official Sponsor of the 1998 Goodwill Games. Visit us at [www.SpeedoAtTheGames.com](http://www.SpeedoAtTheGames.com)

Speedo® is a registered trademark of and used under license from Speedo International Ltd./Authentic Fitness Corporation Symbol A34 New York Stock Exchange.

**SAVIN  
IS WORKING  
HARD TO  
BE YOUR NEXT  
DOCUMENT  
OUTPUT  
COMPANY.**



At Savin we have one simple goal. To be the one document output company that answers all your document handling needs.

That's why we've been working overtime to bring you the forward-thinking, award-winning technology essential to boosting productivity in today's digital offices. With fast, versatile, connectable digital imaging systems that allow you (or your workgroup) to print, sort, duplex and staple — right from your desktop. And full-color imaging systems that turn electronic documents into brilliant hard copy.

But advanced digital technology is just the beginning. Because at Savin we're working hard on becoming the fastest, most responsive name in the business. With smart, highly-trained Savin professionals who will do whatever it takes to give you the satisfaction and service you deserve.

To find out just what we'll do to be your next — and last — document output company, contact us at 1-800-234-1900 or [www.savin.com](http://www.savin.com).



**savin.**

WE'VE GOT WHAT IT TAKES TO WIN YOU OVER™

SAVIN CORPORATION, 333 LEXINGTON ST., STAMFORD, CT 06904

By Hugh Sidey

## Glory Raised High by Horns

The Marine Band's grand gig has run from Presidents Adams to Clinton

**W**ERE TALKING TWO CENTURIES OF PURE AMERICAN spirit—formless and weightless but as powerful as our arsenals, the stuff of thumping pulse and shiny eyes and the voice of glory raised high by horns and reeds. The U.S. Marine Band, a band now judged by experts to be the best the world has ever produced, turned 200 this past weekend. On Friday the drums shook the South Lawn of the White House as President Clinton paid tribute. The next evening the piccolos rode the heavens in a Kennedy Center concert attended by the men and women who run this country.

What a birthday bash for those 148 men and women in flag-red coats and 23 gleaming brass buttons who make up America's most historic ensemble! President John Adams started it all when he signed the law creating the Marine Corps in 1798, including "a drum major, a fife major, and 32 drums and fifes." From that day Presidents demanded that the band be on hand to grace their moments of triumph and tragedy. And the band got bigger and better. Recently 35 euphonium players auditioned for one position, and all of them were turned down. Only the best.

The Marine Band has played at the inauguration of every President since Thomas Jefferson (he gave it the name "the President's own"), and both George Washington and Adams earlier heard it perform. In 1848, when a wagon hauling the 24,500-lb. cornerstone of the Washington Monument broke through a bridge, the Marine Band hurried to the site and, by that day's accounts, played "spirited melodies" to inspire the workmen.

Abraham Lincoln took the band with him to Gettysburg on a special train and at one point escaped to a seat up front with his beloved musicians. The band played a Lincoln favorite, the hymn *Old Hundredth*, right after the prayer that opened the cemetery dedication in which Lincoln gave the world a text of American meaning.

Winston Churchill was so taken with the band in wartime that he sat in the rain with his White House host, Franklin Roosevelt, and sang the verses of the *Battle Hymn of the Republic*.

Just five months before his death, John Kennedy traveled through an adoring Irish countryside and was touched

by the tune *The Boys of Wexford*, which was played or sung at roadside stops and official ceremonies. Kennedy couldn't get enough of the song and told his staff. Shortly after he got home, the Marine Band had its own foot-tapping arrangement ready.

It was the Marine Band's 17th director, John Philip Sousa, whose talent and flair put the band on the American map beginning in 1880 and also planted a band culture all across the country. Every town of any significance had to have a band with a bandstand in the park. The first order was patriotism. Sousa's march *Stars and Stripes Forever* became (and remains) the most recorded piece of music in history. But the bearded Sousa also infused the classics into every River City he hit in his wide tours with the Marines and later with his own band. Music from Wagner's opera *Parsifal*



All the brass showed up for an evening concert at the U.S. Capitol

was heard in the provinces nine years before it got to New York City's Metropolitan Opera, and Tchaikovsky, Dvorak and Grieg marched with the Marines on most of their journeys across dusty prairies and over mountains.

Radio and then television denied the town-band mania starting in the 1930s, but the musical virus had already taken hold in U.S. public schools, and there it still rages, from grade school to college. Frederick Fennell, 85, former director of the Eastman Wind Ensemble, who is regarded by many as the dean of band directors, estimates that there are up to 50,000 school bands in the U.S.—a number that would challenge the nation's athletic teams. And still at the head of the parade marches the Marine Band.

Fennell was at the grand concert to direct saxophonist Bill Clinton's favorite band music, the *English Folk Song Suite* by Ralph Vaughn Williams. And doubtless the magic spell cast by that music—so precise, so powerful—will again lift hearts and quicken steps.

Once, when George Bush and President Clinton were seated on either side of the host at one of those dreadful Washington dinners, rescued only by the glorious ring of the Marine Band, Bush leaned over to the host and whispered, "The thing I miss most about the White House is the Marine Band." A moment later, Clinton, from the other side, confided to the same man, "The thing I enjoy most about being President is the Marine Band." ■

“ [It's] the thing I miss most about the White House. ”

—GEORGE BUSH



# L E T T E R S



## Is Feminism Dead?

“Women should be judged for the individual voices we are, not for whether we conform to an outdated vision of what a good feminist is.”

Katie Roiphe  
New York City

YOUR COVER STORY “IS FEMINISM DEAD?” was more about pop culture than about feminism [SOCIETY, June 29]. You have marginalized those who care about feminist issues, such as pay equity and the glass ceiling, implying they are an “elitist” group with little connection to mainstream women and their aspirations. You missed analyzing one of the most significant developments of our century, the progress of women into nontraditional roles and their emergence as a major economic and political force. Nor did you address the persistent inequities that remain. Perhaps only when women are better represented in the boardrooms and upper management of media conglomerates can we expect to see our agenda and our advocates covered seriously and with respect.

Gail S. Shaffer, Executive Director  
Business and Professional Women/USA  
Washington

YOUR REPORT WAS RIGHT ON. FOR ME, lately, graduate school has become more about lip liners and short skirts than education and intelligence. Although I will probably continue to watch *Ally McBeal*, you made me stop and think.

Katie Ostler  
Boston

YOU OLD BUZZARDS ARE SO OUT OF touch! Feminists are everywhere; you’ve just got to take your blinders off.

Erin Malik  
Sebastopol, Calif.

IN TODAY’S SOCIETY, A POWERFUL and assertive woman is often labeled a feminist. However, your poll shows that less than 30% of women today consider themselves feminists. The term feminist, it appears, is almost regarded as an insult, reserved for women who want to conquer the world and all its men. But a woman’s success is seldom a point she wants to “rub in” to members of the opposite sex. She may wish to be viewed as an individual, not as a representative

of her gender. Sadly, our society is one that cannot differentiate between someone’s proving a point as a woman and proving herself as a person.

Lauren Rutledge, age 16  
Okemos, Mich.

IF FEMINISM WAS ABLE TO SURVIVE the dramatic backlash of the 1970s, it will surely survive the ‘90s.

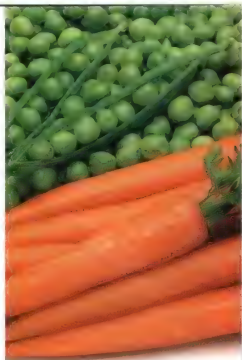
Soma Ray  
Princeton Junction, N.J.

IN THE ‘60S, THE WOMEN’S MOVEMENT was too strident and humorless, and now it’s too sexy and self-centered. The ultimate goal of feminism is a world in which women can choose what to do and be. The most damage to feminism comes not from the media but from individual women who overlook the need to continue to bond and support one another in every aspect of their lives.

Beth Lerch  
Los Angeles

I AM NOT A GOOD SPOKESPERSON FOR THE feminist movement, nor have I ever aspired to be. I have been attacked in the pages of your magazine both for being an antifeminist and for not being effective enough as a young feminist leader. Which is it? It seems to me a sad state of affairs when every young woman who writes about culture is judged on whether she is a “good feminist.” Women should be judged for the individual voices we are, not for whether we conform to an outdated vision of what a good feminist is. It is a sign that feminism has not died, but rather has succeeded to an amazing extent, that young female critics *don’t* have to be as single-minded or rigid as Gloria Steinem or Germaine Greer. Today we can express as divergent views and attitudes, with as varied points of view, and opinions and obsessions and styles, as our male counterparts.

Katie Roiphe  
New York City



*A special  
recipe  
for company?*





I KNOW WE FEMINISTS HAVE MADE progress, because my 12-year-old daughter believes she can do, say and be anything, and go anywhere her male friends can. She not only believes it—she expects it to be that way. That is not the power of a dead movement!

Tammy Scheuermann  
Ames, Iowa

YOU MISSED A CENTRAL TREND THAT HAS reduced the number of women who identify themselves as feminists and encouraged the current feminist obsession with sex: the arrogation of the feminist movement by radicals like Catharine MacKinnon and Andrea Dworkin who turned the focus of the women's movement away from equal rights and equal pay and toward viewing sex as a form of domination. And it was in conscious rebellion against these leaders that "pro-sex" feminists like Camille Paglia and Naomi Wolf set the stage for the current trend of celebrating female sexuality.

Mary Kendall  
New York City

THE SUPREME COURT'S LANDMARK RULINGS in two recent sexual-harassment suits dramatically demonstrate that feminism continues to play a critical role in ensuring fairness in the workplace. Because the vast majority of us who call

ourselves feminists (as well as many strong and effective women who do not) keep pushing for issues such as equal pay, affordable and quality child care and an end to domestic violence and sexual assault, women and men and society at large benefit. Phony battles over labels are not what is important: substance is. The current favorites whom the media dub "feminists" are enjoying the freedom to be what they want because of the feminists who came before them.

Kathy Rodgers, Executive Director  
NOW Legal Defense and Education Fund  
New York City

YOU SOMEHOW FAILED TO ASSESS THE ways that feminism has changed the intellectual, legal and political landscape since the late 1960s. Instead you assembled a grab bag of popular-culture effusions that, taken together, form a ghastly caricature that only antifeminists would recognize. TIME also managed to miss the fact that many men call themselves feminists. We're not the wishy-washy clichés of popular culture, either. We simply respect women, oppose attempts to keep them relegated to second-class status and join with women in the cause of equal rights.

Richard B. Bernstein  
New York City

AS AN AFRICAN-AMERICAN FEMINIST and the editor of *Ms.*, the pre-eminent feminist publication in the U.S., I was deeply offended, but alas, not terribly surprised, by "Is Feminism Dead?" Nah, TIME just doesn't get it. That you could do a story on feminism and not talk to the editors of *Ms.* reflects either ignorance, arrogance or an obvious bias. I think the latter, since you chose to ignore the breadth and depth of feminists' concerns and activism, exactly what *Ms.* reports on. And the women's movement are alive, very well and clearly focused on women's economic, political and social equality. And no, it is not all about white women. Yet you ignore the activism of women of color and dismiss the work being done by feminists of all ages on issues ranging from women's health, human rights, political representation, the environment, and social, economic and racial justice. Well, at least you're consistent.

Marcia Ann Gillespie, Editor in Chief  
*Ms.*  
New York City

I'M DISTRESSED THAT THERE ARE 13-TO-20-year-old girls who believe feminism is about getting your thighs in shape or having sequins on your bra. The real issues are unchanged: equality in the

workplace, control over one's body and equal pay. Real feminists need to focus on these problems and dictate change.

Becky Foster  
Wichita, Kans.

YOUR FAILURE TO INCLUDE HELEN GURLEY BROWN was astonishing. Author of the seminal book *Sex and the Single Girl*, she was a leader in liberating women's bodies and minds from the constraints of the past. She has changed the lives of countless women. More than that, her magazine, *Cosmopolitan*, is today carrying her message to countries outside the U.S. It is unthinkable that she would not be included in the list of influential feminists. Am I a prejudiced party? Of course. I'm her husband.

David Brown  
New York City

THE CURRENT FEMINIST MOVEMENT IS best understood as a reflection of a society whose primary value is not achievement but celebrity. The real question for women and men alike is not "Are you a feminist?" but "Are you somebody?"

Brad Deach  
New York City

NOT A SINGLE MENTION OF THE CHARACTER Dana Scully on the *X-Files* TV show? She is pop-culture proof that feminism has not necessarily "devolved into the silly." Scully is a wonderful example. She does not sleep with male co-workers, and she succeeds in a male-dominated profession not because she is a flirt but because she is intelligent, qualified and determined. She is everything I aspire to, both as a woman and as a person.

Christine Chang  
Calgary, Alta.

## Inside a Changing Nation

WHETHER ISOLATIONISTS LIKE IT OR not, the Chinese are quickly becoming the future of the world [THE CHINA SUMMIT, June 29]. They are dealing effectively with overpopulation and dwindling natural resources, and at the same time lifting themselves out of Third World status. Their discipline and pragmatism will raise the standard of living for all Chinese; liberty as we know it will come later, and it can wait. Eventually the Chinese will throw off the old trappings of Stalinist and Maoist philosophy and adopt a culture that balances the privileges of liberty with the responsibilities thereof. Surely the next hundred years will be called "the Chinese Century."

Marc Neville  
Harrisburg, Pa.

## Symbol of the '90s Woman?



Many readers were perplexed by the inclusion of TV character Ally McBeal among the feminist icons arrayed on our cover [June 29].

about the possible demise of feminism. "Ally McBeal has nothing to do with Susan B. Anthony, Betty Friedan and Gloria Steinem, all real women who took active parts in the feminist movement," wrote Valerie Marissa Adamo of Carlisle, Ill. Joann Kavanagh Beattie of Levittown, N.Y., noted irately, "McBeal is not a social-change crusader for women. She is a TV character!" But the focus on fresh symbols was supported by Ottawa's Naer Islam: "You asked, 'Is Feminism Dead?' The obvious answer is, No, it has just grown old, tired and ugly. The new faces of feminism, exemplified by Ally McBeal and the Spice Girls, are certainly more attractive and in synch with today's times."



*No.* A SPECIAL RECIPE FOR YOUR LITTLE DOG.

INTRODUCING NEW PEDIGREE® LITTLE CHAMPIONS®  
**CASSEROLE DINNER™** QUALITY NUTRITION THAT SHOWS.™

Meaty cuts for high-quality protein, vegetables for vitamins and fiber, and pasta noodles for carbohydrates and energy.

**PEDIGREE LITTLE CHAMPIONS®** FOOD FOR SMALL DOGS delivers all 5 building blocks of good nutrition. And there are more than a dozen great recipes for your little dog to love.



Dr. Christine Dresser  
 Veterinarian and Top Breeder

Developed With Vets—

Recommended By Top Breeders®

THE \$50 BILLION ANNUAL TRADE DEFICIT the U.S. has with China cast a shadow over President Clinton's visit there. The Chinese government has made great efforts to sell to Americans, but it has gone to even greater lengths to prevent Americans from selling to China. Tariffs, quotas, obscure laws, prejudicial inspections and so on are routinely used by Chinese authorities to prevent American sales. This reverberates in the U.S., affecting thousands of companies and workers. It is time for Clinton to try strenuously to break down all the Chinese trade barriers. For starters, how about trying to get China to grant most-favored-nation status to the U.S.?

*Carl Olson, Chairman  
State Department Watch  
Washington*

AMERICANS BELIEVE THAT EVERYBODY else wants to be like them, but the idea that the Chinese want American-style democracy is not only a false assumption but a dangerous one as well. The suggestion is that Chinese society can be remolded in the American image. However, China has existed for more than 3,000 years, and the Chinese probably have their own ideas about where they want their nation to go. Certainly there is

a new belief in capitalist economics in China, but to infer that the Chinese see U.S.-style constitutional democracy as a panacea for their widespread poverty is, at the very least, an illogical leap.

*Dan Martineau  
Philadelphia*

DO THOSE WHO WANT THE U.S. TO HALT trade with China because of its human-rights violations want to stop commerce with Saudi Arabia and other Arab nations that permit no religious freedom and have gross human-rights violations? Do the complainers choose to talk about China instead of the others because we need Middle Eastern oil? Where is their moral consistency?

*Jerry Steinman  
West Nyack, N.Y.*

### Smoke Gets in Your Eyes

THE U.S. LAWMAKERS WHO VOTED DOWN the tobacco bill belong on the sidelines [NATION, June 29]. Every day 3,000 children become addicted to the cigarettes and tobacco that kill 419,000 smokers each year. Unless this trend is checked, the effects on our national health will be devastating in 10 years. How do we break this self-destructive habit? The

tobacco bill, which aimed to raise cigarette taxes and increase regulation, would have been a start. If another such measure is brought to a vote, efforts by lawmakers must be focused on its passage and not the likelihood of lost campaign funding from Big Tobacco.


*Dick Montgomery  
Battle Creek, Mich.*

THE DEPENDENCY OF OUR ELECTED REPRESENTATIVES on tobacco money must end. The public has the power to put a stop to it by rejecting those who blatantly serve the industry's interests. In the face of documents showing that the tobacco industry deliberately marketed to children, no self-respecting Senator or Representative can claim the industry bears no responsibility for teen smoking. Apathetic or not, I think Americans will see through the veil of tobacco money on Election Day.

*Andrew Gardner, age 17  
Anchorage*

### Don't Blame the Weather

YOUR REPORT ON GLOBAL FOREST FIRES was right on target [ENVIRONMENT, June 22]. In the rain forests of the world, people, not weather changes, are the cul-



*Gives traditional  
luxury cars a swift kick  
in the ascot.*

IT'S ABOUT REDEFINING LUXURY. PUTTING CONTROL AT YOUR FINGERTIPS. AND GIVING YOU AN ABUNDANCE OF POWER. THIS IS THE SUPERCHARGED BONNEVILLE<sup>®</sup> BY PONTIAC, COMBINE THE ADRENALINE RUSH OF ITS 240-HORSEPOWER ENGINE WITH A KIND OF LUXURY THAT DOESN'T INHIBIT YOUR FEEL FOR THE ROAD, AND WHAT YOU HAVE IS A BOLD ALTERNATIVE TO TRADITIONAL LUXURY CARS. AN ALTERNATIVE THAT'S KICKING MORE THAN JUST ASPHALT.

prits. Loggers, ranchers and plantation owners cut down our vital tree cover to clear the way for roads, cropland and pasture. Peasant farmers burn small areas of forest to clear land for subsistence agriculture. In the end, we all pay for the loss of watersheds, biodiversity and carbon absorption. But we cannot expect the poor to conserve for the future when their day-to-day survival is in jeopardy. Our program is doing its share in countries such as Cameroon, Costa Rica, Guyana, Uganda and Vietnam by bringing together government authorities and private enterprises to support strategies for sustainable forest management.

*James Gustave Speth, Administrator  
U.N. Development Program  
New York City*

### **Aargh, Grunt, Wrestling Mania**

I HAVE BEEN A FAN OF PROFESSIONAL wrestling all my life, and I was thrilled to see your report on its new popularity on cable [TELEVISION, June 29]. However, I have never heard a wrestling promoter openly state that the bouts are "staged." Nor have I heard of families being reassured that they will not see real violence. You also concluded that wrestling isn't

really fun to watch. Then why are the shows' ratings so high? Why do 34 million viewers tune in every week?

*Sarah Hammell  
Waynesboro, Va.*

I HAVE TAKEN MY FAMILY TO SEE baseball and football games. Last March, when I took my son to see World Championship Wrestling's *Monday Nitro*, I expected to witness the worst behavior of any fans anywhere at any time. Guess what? There were no drunks, no foul language and no obscene behavior—just an excellent 20th century vaudeville performance at which the crowd cheered the heroes and booed the villains.

*Ed Seaman  
El Dorado Hills, Calif.*

I AM A 14-YEAR-OLD WRESTLING FAN. What is so jarring about seeing young children at matches? Mock violence is nothing new to these kids. And despite what you said, people have fun watching wrestling. Granted, Stone Cold Steve Austin and Kane might not be as intelligent as Larry King and Trent Lott, but as the high TV ratings demonstrate, they are a whole lot more entertaining.

*Gene Vinson  
Easley, S.C.*

### **Bringing Joy to Marriage**

I KNOW THERE HAS BEEN A LOT OF NEGATIVE reaction to the Southern Baptists' recommendation that a wife "submit graciously" to her husband [LETTERS, July 6]. However, if more men took responsibility for their actions, more women would feel comfortable in stepping down as head of the household. I am not a Baptist, but I am a Christian, and I feel that the "submission" statement has got completely turned around. The Bible says wives should submit to their husbands, just as the church submits to Christ. Nowhere does it say they should submit to abuse or neglect, or give up a career to mop the floor at a fast-food joint. Taken in context, submission can bring joy and peace to a marriage.

*Kathryn Weakley  
San Antonio, Texas*

### **X Marks the Spot**

I HAVE SOME QUESTIONS FOR JOEL STEIN, who wrote about the high-risk, cutting-edge sports events known as the X-Games [AMERICAN SCENE, June 29]. Do you exercise? How much do you weigh? Are you one of those armchair athletes who live vicariously through the



**BONNEVILLE**  
LUXURY WITH ATTITUDE.

**PONTIAC**  
DRIVING EXCITEMENT.

CALL 800-BONNEVILLE

CRUISE WWW.PONTIAC.COM



**Extreme.**

**Measure.**



The utility lighter with the 7" wand, so you don't have to mis-measure yourself.

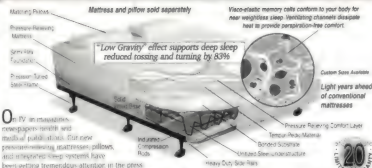
**BIC SureStart™ Lighter.**



Visit us at [www.bicworld.com](http://www.bicworld.com)

**Here's the Life-Changing Swedish Sleep System. As Reported On DATELINE NBC DISCOVERY!**

*The good news is spreading fast*



Or, TV in millions, newspaper, radio and health publications. For one pressure-relieving mattress, pillow, and matching sleep system, have been getting tremendous attention in the press.

DATELINE NBC has devoted several minutes of precious airtime to telling all of America about the revolutionary Tempur-Pedic bed. It's the LIFE-CHANGING SWEDISH SLEEP SYSTEM that is the most amazing sleep system ever—throughout the world. A 2001's most innovative and best-selling product.

Our Pressure-Relieving Sleep System eliminates painful "pressure points" that rob you of peaceful, refreshing sleep and wake-up pain. Try the mattress in your home for a free trial period. If you aren't completely satisfied for any reason we will give you a full refund. For a free sample of the Tempur-Pedic material by calling 800-886-6466.

Visco-elastic memory foam conforms to your body for near weightless sleep. Ventilating channels dissipate heat to provide perspiration-free comfort.

'Low Gravity' effect supports deep sleep reduced tossing and turning by 83%

Custom Size Assure

Light years ahead of conventional mattresses

Pressure-Relieving Comfort Layer  
Tempur-Pedic Matrix  
Bonded Science  
Visco-Elastic Structure  
Heavy Duty Base Frame

20  
YEAR  
WARRANTY

**TEMPUR-PEDIC**  
PRESSURE-RELIEVING  
SWEDISH MATTRESS AND PILLOW

For a FREE SAMPLE of the Tempur-Pedic material, free video, information and direct import prices

**Call**  
**800-886-6466**  
Send Fax to 608-259-8843

Visit us at [www.tempurpedic.com](http://www.tempurpedic.com)

motion of someone else's body? Whatever, your commentary on the X-Games was off the mark. You assumed that Generation X competitors are adrenaline junkies funded by Daddy's wallet. You failed to grasp the true nature of suburban youths' competing not in a group but with the greatest rival, one's self. Joel, we all enjoy the taste of victory as well as the spectacle of defeat. Now get off your ass, and put on some in-line skates.

Michael Scott Jaffe  
San Diego

**TIME's Extended Family**



Don't miss this hour-long newsmagazine show. On CNN Sundays and Mondays at 10 p.m. (E.T.)



Who are the most important people of the 20th century? Tell us your top choices at [time.com](http://time.com)



TIME's news and analysis at [time.com](http://time.com) plus live interviews at [chey@yahoo.com](mailto:chey@yahoo.com)/time



For the best online coverage of the U.S. scene, check out TIME and CNN's AllPolitics.com



The magazine, TIME Daily and our bulletin boards at GO TIME. To order: (800) 246-2247.



The spring 1998 edition of TIME and The Princeton Review's The Best College for You offers tips on how to find, apply to and pay for the school that best meets your needs. To order: (800) 843-TIME.

LETTERS TO THE EDITOR should be addressed to TIME Magazine Letters, Time & Life Building, Rockefeller Center, New York, NY 10020. Our fax number is (212) 512-8949. Correspondence should include the writer's full name, address and home telephone, and may be edited for purposes of clarity or space.

Our E-mail address is [Letters@time.com](mailto:Letters@time.com)

**SUBSCRIPTIONS AND BACK ISSUES**  
For subscription queries or to order back issues, call TIME Customer Service at 1-800-843-TIME.

**PRINTS AND PERMISSIONS**  
For custom reprints (minimum order 1,000), please call 212-512-1779 or E-mail [reprints@time.com](mailto:reprints@time.com). To request permission to make photocopies, call 1-800-311-TIME and request document 1000. A form will be faxed to you automatically.

**TIME**

The World's Most Interesting Magazine

©1998 TIME Publications, Inc. All rights reserved. TIME, the TIME logo, and the word "MAGAZINE" are trademarks of TIME Publications, Inc. All other trademarks are the property of their respective owners.



VERBATIM

“I believe America taught our son’s killer to hate African Americans.”

**CAMILLE O. COSBY**,  
mother of Ennis Cosby, the  
day after Mikail Markhasev’s  
conviction

“Chief Abiola was the closest thing this nation had to a leader. We are not just in shock and mourning; we are leaderless, and that is a very dangerous thing.”

**EMANUEL IRBU**,  
member of the Nigerian  
opposition party, Nadeco, on  
the sudden death of Moshood  
K.O. Abiola, the country’s  
leading civilian politician

“The triple is the most exciting thing in baseball ... Home runs win a lot of games, but I never understood why fans are so obsessed with them.”

**HANK AARON**,  
baseball’s home-run king

“What’s a Muppet?”

**DICK ARMEY**,  
House majority leader,  
falling to recognize one of the  
cultural touchstones of the  
20th century

Source: *Cosby*, *Katrina*, *Playboy*, *Newsweek*,  
*Los Angeles Times*, *Washington Post*



**BLOND AMBITION?** Or was it corporate politics? Whatever the reason, Tina Brown, for 15 years publishing’s most electric editrix, last week exited the *New Yorker* for the opportunity to edit a magazine and produce movies for Miramax

WINNERS & LOSERS



**CLUBBY**  
The first limited-edition Beanie Baby is issued. Parents: the goal of your summer is now set

**JULIE FOUDY**  
Women’s soccer star dazzles World Cup fans with smarts and verve. A commentator is born

**DON KING**  
The nation’s most flamboyant boxing promoter wins another: not guilty of insurance fraud

**CHARLENE BARSHEFSKY**  
U.S. Trade Rep breaks rule, brings home too many Beijing Beanie Babies. Bet she still needs Clubby

**SINATRA JR.’S KIDNAPPERS**  
They may have hoped to cash in by helping make a movie of the story, but Frank Jr. is suing them

**THE ZAPRUDER FAMILY**  
Custodians of America’s most tragic home movie go commercial, put J.F.K. video on sale





LOST IN SPACE

Cash-Poor Moscow Lays Plans to Ground Mir

MIR, RUSSIA'S OVERWORKED AND UNDERFINANCED space station, may be landing near you soon. Russian space officials, desperately short on cash, admit that they may have to pull the plug (this time deliberately) on the station as early as this year. "If we don't get the funding soon," says one of Mir's handlers, "who knows when and how we'll have to bring the station down?" Officials insist that there is no cause for alarm. "We can manage the initial descent," says space-agency spokesman ANATOLY TCHACHYOV, describing a plan to drop the station gradually into descending orbits. If its interlocking modules successfully separate, the station will then tumble piece by piece to earth; Moscow hopes that whatever bits of the 120-ton space station don't burn up in free fall will quietly splash down. It's not coincidental that the talk of pulling Mir from orbit comes just as NASA has wearied of cajoling Moscow to deliver its long-overdue piece of the \$20 billion International Space Station. The builders, having received just \$22 million of the \$300



Mir

million pledged, have yet to finish the module that will serve as the astronauts' living quarters, causing consternation throughout the project. "We're not talking about assembling a Lego toy," gripes a NASA official, pointing out that the work the U.S. is undertaking must necessarily follow that done by Russia. —By Andrew Meier/Moscow

MEANWHILE, ON EARTH ...

Yeltsin Hears Whispers, Rallies the Guard

COULD THERE BE A COUP IN MOSCOW?

BORIS YELTSIN took the rumor of one seriously enough recently to scramble his top military and security chiefs in a demonstration of strength. "We have sufficient forces to nip in the bud any plans to seize power," he told the commanders—a surprising and rare admission that such a risk might exist. He praised the military and interior forces for their close coordination, and pledged that they—unlike other workers—would be paid on time. (Sources tell TIME that Defense Minister IGOR SERGEYEV had prepared to resign over the government's failure to pay his troops.) During the meeting, Yeltsin handed out promotions to three top aides: his Interior Minister, the commander of the Federal Protection Service and the head of the Presidential Security Service. But behind the coup rumors, there is a growing sense among political élites that the system of government, like the economy, is grinding to a halt and that Yeltsin has simply lost touch. But certainly he has retained his



Yeltsin

sense of self-preservation. Although many onetime supporters would like to see Yeltsin resign, his meeting with the military signals that he is not going to leave without a fight. —By Paul Quinn-Judge/Moscow

THE MIDDLE EAST

Frayed U.S. Officials May Say "See Ya" to Bibi

FRUSTRATED BY PRIME MINISTER

BENJAMIN NETANYAHU'S refusal to accept a U.S. proposal for Israel to withdraw from 13% of the West Bank, aides to PRESIDENT CLINTON say Washington may soon pull out of the Israeli-Palestinian negotiations. "We would tell them,



Netanyahu

"You're on your own," says a senior White House staff member. But the problem for Clinton is how to make good on that threat yet avoid getting hammered at home. The last time

Secretary of State MADELEINE ALBRIGHT gave Netanyahu an ultimatum—in May she told him to show up in Washington prepared to accept the U.S. proposal—he stood her up and instead unleashed powerful Jewish groups in the U.S. that blasted the Administration for bullying him. Albright, who has had more than half-a-dozen phone conversations with Netanyahu in the past week, "is fed up with the talks," says a State Department official. But to withdraw from them now "without pointing a finger at Israel is not going to be easy. There will be war with Bibi." —By Douglas Walter and Karen Tumulty/Washington

THE DRAWING BOARD





# Securing Your Financial Future Can Be Puzzling.

Prudential can help you put the pieces together.

## **TERM LIFE INSURANCE**

*A smart choice if you're just starting out!*

*Lock in affordable level rates*

*for up to 20 years.*

*Select the exact amount of coverage you need, from as little as*

**\$25,000 to \$30 million.**

*Easy conversion to permanent coverage any time during your first 5 years.*

So you've started a career. You're on your way. But you're not quite sure how to get your *financial* life in gear. Prudential can help spell it out for you. We offer a complete range of insurance and investment solutions—plus the guidance you need to come out a winner.

**Ready to buy a home or a new car?** There's a lot you should know about how to protect them. Prudential can introduce you to auto and homeowners coverage that's affordable over the long haul.

**Preparing to start a family?** Protect the life you're building for your loved ones with a sound life insurance strategy from Prudential. We'll show you how life insurance is an essential part of a well-balanced portfolio. And, how it can be a valuable tool for securing your mortgage.

**What else will your future hold?** Don't lose sight of longer-term goals like retirement and college planning, too. Our representatives can help you keep them in reach with investment options like IRAs, annuities, mutual funds, and more.

**Call Prudential today and we'll put you in touch with a local representative.**

**1-800-THE-ROCK  
extension 2457**



**Prudential**  
Insurance

Auto and homeowners coverage written by Prudential Property and Casualty Insurance Co., Prudential Commercial Insurance Co., Prudential General Insurance Co., or The Prudential Insurance Co. of NJ, 23 Main St., Haledel, NJ 07733. In Texas, coverage may be written by Consolidated Lloyds or Consumers County Mutual Insurance Co., which are not Prudential companies. Coverage not available in every state. Mutual funds offered through Pruco Securities Corporation, a subsidiary of The Prudential Insurance Co. of America, both at 751 Broad St., Newark, NJ 07102. Like most insurance policies and annuity contracts, Prudential's policies and contracts contain exclusions, limitations, reductions of benefits and terms for keeping them in force. Your Prudential representative can provide you with costs and complete details. Contract LT197 NRA-1998-A026B43.

## "Eyes Front! And That Means You, Sir!"

**A** DEFENSE DEPARTMENT REPORT LAST week said General David Hale had "unduly close relationships" with the wives of subordinate officers, including, in

at least one case, a sexual one. The Army is investigating. Whatever the upshot in this case, history is full of examples of what happens to generals who mess around.



OFFICER	LIAISON DANGEREUSE	WHAT HAPPENED
<b>MARK ANTONY</b>	The hero of Philippi dumped his wife, who happened to be the Emperor's sister, to take up with Cleopatra, the Queen of Egypt.	The Emperor declared war on Egypt and defeated Antony. The couple committed suicide.
<b>GENERAL WILLIAM HOWE</b>	The commander in chief of British forces in the American Colonies, his affair with the wife of a subordinate prompted the ditty: "Sir William, he, as snug as a flea/ Lay all this time a-snoring/ Nor dreamed of harm, as he lay warm/ In bed with Mrs. Loring."	Well, the face of his opponent appears prominently on our currency.
<b>GENERAL JOHN BURGoyNE</b>	While leading a British expedition through the colony of New York, he spent his nights "singing, drinking, gambling and carousing with his mistress."	His army was smashed at Saratoga, the pivotal battle of the Revolution.
<b>GENERAL EARL VAN DORN</b>	This Confederate major general had been frustrating Union troops in Tennessee while dallying with the wife of a doctor.	The doctor shot him in the back, then fled to Union lines, where he was treated as a hero.
<b>UNION GENERAL JUDSON KILPATRICK</b>	He was called the most notorious womanizer in the Union Army; his mistress sometimes traveled with him in uniform.	Main proponent of a disastrous cavalry raid on Richmond, he was transferred.
<b>GENERAL DOUGLAS MACARTHUR</b>	Named Army Chief of Staff in 1930, he brought his mistress with him from Manila. When they broke up, she began talking.	The unmarried MacArthur paid her \$15,000 to keep quiet. He didn't want his mom to know.
<b>GENERAL GEORGE PATTON</b>	While stationed in Hawaii before WW II, he had an affair with Jean Gordon, his niece.	In the opinion of his family, "he made a damned fool of himself." —By Jamie Malanowski



## Wishing on a Star

**C** ALL IT A CULTURAL CRISIS: MANY American museums are coming up hard times. Here are but a few:

**MUSEUM:** The Ava Gardner Museum, in Smithfield, N.C.

**PROBLEM:** It has to relocate.

**TREASURES IN LIMBO:** A Polaroid of one of Ava's corgis, with "Here I am sitting in my Louis XVI sofa. Aren't I grand?" written on the back.

**THE FUTURE:** The museum is seeking donations for its building fund.

**MUSEUM:** The Debbie Reynolds Hollywood Movie Museum in Las Vegas

**PROBLEM:** The hotel that houses it will be auctioned in August.

**TREASURES IN LIMBO:** Original test shots of the ruby slippers from *The Wizard of Oz*.

**THE FUTURE:** Up in the air.

**MUSEUM:** The Hello Gorgeous Museum, in San Francisco (pictured)

**PROBLEM:** It closed.

**TREASURES IN LIMBO:** Some of the Barbra Streisand memorabilia was auctioned off, but some Barbra refrigerator magnets and a cookie jar are still available.

**THE FUTURE:** None.

## SO SUE ME



**JACKPOT!** A jury ordered Warner Bros. to pay Francis Ford Coppola a total of \$80 million for reneging on a deal to remake *Pinochio*. Quite a payday, considering what some of his films have grossed domestically:

<b>Tucker</b> (1988)	\$19 million
<b>The Cotton Club</b> (1984)	\$25 million
<b>The Godfather II</b> (1974)	\$46 million
<b>The Rainmaker</b> (1997)	\$46 million
<b>The Godfather III</b> (1990)	\$65 million
<b>Dracula</b> (1992)	\$82 million
<b>The Godfather</b> (1972)	\$134 million

## SWEET SPOT



**GOING, GOING, ALL GONE** Sluggers have always been associated with candy bars. What would go in a Mark McGwire bar? ● Marlene Machut, M&M/Mars: "Our Upper Decker would have peanuts outside and, inside, chewy caramel that goes a long way!" ● Laurie MacDonald, Nestlé: "The Nestlé Slammer would be packed with peanuts—for power!" ● Andy Jacobs, Brach & Brock: "We'd fill a chocolate bar with jelly beans, which would replicate his bat, which needs some filling if he's hitting all those home runs!" ● A spokeswoman for Cadbury declined to participate: "The British know nothing about baseball."

AMERICA'S BEST-SELLING COMPACT PICKUP FOR 11 YEARS

NO OTHER COMPACT PICKUP HAS HIGHER QUALITY\*

ONLY AVAILABLE 4-DOOR COMPACT PICKUP\*\*

AVAILABLE SHIFT-ON-THE-FLY 4 WHEEL DRIVE

POWER RACK AND PINION STEERING



Josh put a new twist on an old philosophy. To be one *with* everything, he says, you've gotta have one *of* everything.

That's why he also has the new Ford Ranger. So he can seek wisdom on a mountain top.

Take off in hot pursuit of enlightenment. And connect with Mother Earth. By looking no further than into

**the planet's coolest 4-door compact pickup.**

He says it gives him easy access to inner peace.



Which makes him one happy soul.



Introducing the  
New Ranger  
4-Door SuperCab

1-800-258-FORD or  
[www.ford.com](http://www.ford.com)

\*Based on an overview of consumer-reported problems at 100,000 miles.  
\*\*Available on SuperCab and SuperCrew models. Excludes Ford Focus and  
Escape. ©2004 Ford Motor Company. All rights reserved.

## A Steak Through the Heart

HAVE NEVER STOPPED BRAGGING ABOUT MY OLD MISSOURI hometown, but there have always been boosters in Kansas City who thought I bragged about the wrong things—barbecue and the cow on the top of the American Hereford Association headquarters, for instance, instead of Continental restaurants and similarly sophisticated cultural attractions. I liked the motto Kansas City had when I was a boy: "The Heart of America." The boosters liked the motto "More Boulevards Than Paris, More Fountains Than Rome."

In the 1970s some of the boosters hired a New York City public relations firm to persuade people that Kansas City was not a cow town. They said I should quit harping on that American Hereford Association cow and that, contrary to what I kept claiming, its heart and liver do not light up at night.

Eventually they abandoned the campaign, but I suspect that they continued to avert their eyes when they passed the American Hereford Association building. Nobody thought the campaign had done any lasting damage; it's not easy, after all, to hurt the feelings of a cow. Then last week I read in the *Wall Street Journal* that the boneless sirloin known for decades as the Kansas City strip, a cut of meat invented in the Heart of America, is now on most steak-house menus as the New York strip—although in Kansas City outraged customers forced Ruth's Chris Steak House to correct the misnomer. In other words, once Kansas City had become accustomed to avoiding the subject of beef, New York snatched our steak.

Ironically, the news came just as I thought I'd reached a détente with the boosters on the subject of meat. Several years ago, I suggested dismantling one of the fountains and using the material to erect a monument to Henry Perry, who brought barbecue to Kansas City. Since I had just suggested that the airport, which they called Kansas City International, be named after Arthur Bryant, perhaps the most distinguished of Perry's spiritual descendants, and that a major Missouri

River bridge be named for Chicken Betty Lucas, the legendary pan-fryer, some people thought my suggestion about the fountain was the last straw.

But last winter I went to the Chamber of Commerce banquet and explained that I had been misunderstood. It all depended on how many fountains there were, I said. I didn't want to dismantle a fountain if we had only one more fountain than Rome. I didn't want to lose the edge. I didn't want to arrive in Rome some day and find a sign saying, "Più fontane di Kansas City."

Then came the bombshell from the *Journal*. One quote was particularly galling: a spokesman for the parent company of one steak-house chain—a company based in Wichita—said that his company's restaurants call a Kansas City strip a New York strip because "it's a more cosmopolitan name." Condescended to by someone from Wichita! That's what comes from turning against your own cattle. As we used to say in Kansas City—this was before they asked us to cut down on agricultural images—sooner or later the chickens all come home to roost.



### THRILLER

**JACKO' S JOYRIDES** How many theme parks does Michael Jackson want to build? Here are some of the places he's planted his glove so far. Call it Michael's Fantasy

**Detroit**  
Announced last week plans to build a theme park-casino complex

Scouted locations in London (6/97), the Virgin Islands (4/98) and Namibia (5/98)

**Warsaw** (5/97) Signed a "preliminary letter of intent" to develop a park

**Seoul** (11/97) Signed a "preliminary memorandum of understanding" to invest in a park

ILLUSTRATION BY MICHAEL LEVINE

### OOPS 2K

**CARVED IN STONE** If you think only computers have a Year 2000 problem, think again. Gravestone carvers say there is a surfeit of headstones with 19—carved on them. Apparently people ordered their markers, not expecting to outlive the 20th century. Many will. The good news? The stones can be restored.



## MILESTONES

**BORN.** To former co-stars and current newlyweds **UMA THURMAN**, 28, and **ETHAN HAWKE**, 27: a girl, Maya Ray; in New York City.

**BORN.** To Woo star **JADA PINKETT**, 26, and action hero **WILL SMITH**, 29: a boy, Jaden Christopher Syre; in Los Angeles.

**SENTENCED.** **AMY GROSSBERG**, 20, and **BRIAN PETERSON**, 20; to 2½ and 2 years in prison, respectively; in Wilmington, Del. The two pleaded guilty to manslaughter in the death of their newborn son in a Newark, Del., motel in 1996.

**DIED.** **SID LUCKMAN**, 81, Chicago Bears Hall of Fame quarterback with a mind as potent as his arm; in North Miami Beach. After joining the Bears in 1939, Luckman perfected the T-formation offense, memorizing 350 plays in the team's repertoire and changing the way the game was played for the next decade. He led an All Star-packed lineup, dubbed the Monsters of the Midway, to four NFL championships in seven years, beginning with a 73-0 rout of the Washington Redskins in the 1940 title game.



**DIED.** **KAY THOMPSON**, in her 90s, entertainer and creator of the Plaza Hotel's most memorable guest, six-year-old Eloise; in New York City. Thompson was a successful nightclub performer who appeared as a Vreelandesque fashion editor in the movie *Funny Face*, but her most enduring character was Eloise, an irascible girl whose mischievous exploits while living in New York City's Plaza Hotel Thompson first chronicled in a 1955 book. Originally targeted for adults but beloved by children ever since, Eloise starred in three more best-selling books and a line of merchandise.

**DIED.** **ROY ROGERS**, 86, iconic singing cowboy who wore a white hat in more than 90 westerns. Rogers was an uncomplicated hero and one of the most beloved public figures in the decades following World War II. A canny businessman, he also founded the chain of Roy Rogers fast-food outlets. (See **EULOGY**, below.)



## NUMBERS



**800 million** Approximate worldwide audience for Super Bowl XXXII

**2 billion** Approximate worldwide audience for Sunday's World Cup final



**16.8%** Average voter turnout in the 1998 primaries thus far

**19.58%** Primary turnout in 1994, the historic low

**66%** Percentage who said in a recent poll that gays should be allowed to serve in the Army

**77%** Percentage who said in a recent poll that gays should be included in the draft, should it be restored



**\$1 million** Amount turned down by Mark McGwire to wear only Nike apparel while in uniform

**\$5,000** Amount he receives from Franklin for wearing the Franklin batting glove he prefers

**\$0** Amount he receives from Nike for wearing the Nike shoes he prefers

Sources: NFL, New York Times; CSAE, National Gay and Lesbian Task Force, USA Today; Washington Post

## EULOGY

The first time I met with **ROY ROGERS** was in 1987 at his museum in Victorville, Calif. As the door of our bus opened, there he stood, looking as though he'd just stepped out of one of his old westerns. Very much in awe of this man whom I grew up watching and tried to emulate at times, the only thing I could think to say was, "Ahh, nice to meet you." But Roy was the kind of man who was easy to know and easier to like, so after about two minutes, I was asking questions, and he was answering everything about Trigger, Gabby Hayes, Nelly Belle and his wife Dale Evans. As my wife and I listened to his stories, I saw that the Roy Rogers we saw onscreen—cowboy



outfit, white hat, high morals—was the same in person.

I spent time and worked with Roy many times after that. Once, when Roy was a guest in our Nashville home, he came with me to the Grand Ole Opry. I was playing on Roy Acuff's spot, and after a song, I said, "Mr. Acuff, you don't know what's about to happen, but I'm going to introduce someone—Mr. Roy Rogers." The audience stood for a minute and a half. The chill factor was high. Everyone I've met who knew this man has spoken only words of praise. I think who he was, offscreen as well as on, is why Roy Rogers will always remain the "King of the Cowboys." —*By Randy Travis*

By Chandrain Chooch, Tom Gray, Ian Jackson, Barbara Lusscombe, Michele Orecklin, Edgar Ortega Barrales, Alois Sanders and Jessica Yodanis



# THE BITE ON

By ROMESH RATNESAR

**R**EMEMBER THIS SCENE? SAN Diego, 1996. Bob Dole steps up to the podium for his acceptance speech at the Republican Convention. He looks lean and hungry, the faithful are cheering, so midway through the speech, Dole stares into the cameras and decides to uncork. "To the teachers' unions, I say, when I am President, I will disregard your political power," he bellows. "If education were a war, you would be losing it." Dole says he

is not talking "to the teachers, but to the unions," but it doesn't matter. Democrats seize on Dole's screed and cast him as a rabid teacher hater, an enemy of education. The two largest teachers' unions pour more millions into the Democrats' campaign war chest. President Clinton vows that he, at least, will stand by America's teachers. You remember the rest.

So do Republicans. Since the Dole disaster, the mantra around Washington has been simple: Don't mess with the teachers. Last year G.O.P. consultant Frank Luntz declared that Dole's attack was the least popular sentence of the entire 1996 campaign and instructed Republican candidates to "find common ground with public school teachers." As fed up as many Americans are with the sor-

ry state of the country's public schools, they have generally regarded teachers as the good guys: the ones who stay late, who buy textbooks out of their meager salaries. So while Republicans still detest the two formidable teachers' unions—the National Education Association and the American Federation of Teachers—for their fealty to the Democrats, they know better than to sound anti-teacher. "When it comes right down to it, people like teachers," boasts A.F.T. president Sandra Feldman. "And they think they deserve to have unions."

So with voters rating education as the campaign season's top priority, the Republicans have come up with a more subtle strategy: they're focusing on how to



## TESTING

Politicians clamor for tougher examinations for teacher applicants and for veterans as well. A Massachusetts hopeful here crams for her certification test

# TEACHERS

Politicians are fighting for voters' hearts by going after the bad apples in classrooms

improve teaching without taking on teachers. So far it seems to be working. G.O.P. polls show that Republicans have gained 10 points over the past six months in surveys asking which party is best able to address the education issue. In New Mexico's special house election two weeks ago, Republican Heather Wilson coasted to victory, largely on the strength of a single pro-education TV spot using a teacher to promise that "Heather will fight for higher standards for teachers." In Georgia, gubernatorial front runner Guy Millner has run commercials pledging to beef up teaching standards in the state without putting teachers down. Texas Governor George

W. Bush, who is testing the presidential waters, is also going at the issue indirectly by condemning "this business of passing children

through our schools who can't read." The subtext: this Governor can insert himself in the classroom but won't push teachers out of the way. New York Senator Alfonse D'Amato is the exception to the rule: while his campaign for re-election this November has embraced traditional Democratic causes as varied as the environment and health-care reform, he's nonetheless stuck to the Dole approach on education. He ripped teachers' unions early this year for "protecting the perks and privileges of their members" and called for replacing tenure with renewable five-year contracts.

But here's the strangest part about the G.O.P.'s willingness to focus on teachers: Democrats are joining in. In

California's Democratic gubernatorial primary, the candidates bickered over whose plan got toughest on middling teachers. The winner, Gray Davis, supports evaluations of public school teachers by their peers and the testing of teachers in their subject every five years. Although the California Federation of Teachers has endorsed Davis in the general election against Republican Dan Lungren, it was a reluctant endorsement; and Davis has accepted it reluctantly. "Teacher testing and evaluation are not things that warm the hearts of people in the teachers' unions," says

Davis' campaign manager, Garry South. Meanwhile, Massachusetts Senator and Democratic presidential hopeful John Kerry said in June that "no



## MERIT PAY

To reward good teachers and motivate bad ones, some school districts base their pay on performance. This Douglas County, Colo., teacher gets the benefits



## TENURE

Laws have made it almost impossible to get rid of bad teachers. Union leaders like this California teacher say that peer review can improve standards





Both Silber, left, and Kerry argue that those entering teaching aren't good enough

## On Massachusetts' first mandatory certification test for aspiring teachers, **59%** of the 1,800 applicants flunked the exam

teacher should have a lock on any job."

What's caused these jobs at one of the sacred cows of Democratic politics? In part it reflects parents' pent-up demand for the very changes to public education—school choice and, in a larger sense, classroom accountability—that teachers' unions have consistently resisted. "There's broad frustration and even antagonism out there," says Joe Nathan, director of the Center for School Change at the University of Minnesota. "Americans perceive unions as people who put the interests of their members first. They don't feel the unions pay enough concern to getting rid of ineffective teachers. They see unions as challenging and often trying to stop school reform."

The unions are taking notice. At their national meeting in New Orleans this month, delegates for the 2.3 million members of the N.E.A. turned back a proposed merger with the A.F.T., which would have created the nation's largest union. But most observers think the threats to the unions' power make the drive to combine forces irreversible. And so while they concentrate for now on the tactical move of simply growing bigger, both organizations are also trying to project a new, more cooperative image. Moved in part by a Democratic President's enthusiasm for reforms like charter schools and tougher teacher standards, union leaders have in the past year begun to at least pay lip service to ideas once considered heretical. The shift was detectable last February, when the new head of the N.E.A., Bob Chase, made an astounding admission before the National Press Club in Washington: "The fact is that

in some instances we have used power... to protect the narrow interests of our members and not to advance the interests of our schools."

**T**HERE ARE GOOD REASONS FOR unions to sound defensive these days. Earlier this month, the worst nightmare of Massachusetts parents came true: the state Board of Education announced that close to 60% of aspiring teachers flunked the state's certification exam in April, the first time it was ever required. Board chairman John Silber, chancellor of Boston University, argued that the results demonstrated the bankruptcy of education schools, the traditional gateway to a teaching credential. "It's simply immoral for schools to graduate students who are not on average more qualified than the students they will be teaching," he says. Representatives of the state's education schools rushed to explain themselves but did little to allay the outrage. "It's not comforting to be the butt of Jay Leno jokes," says Paul Karoff, vice president of Lesley College, which houses Massachusetts' largest education school, "when we're probably performing better than most other states."

As depressing as that sounds, Karoff may be right. Nearly one-third of Virginia's aspiring teachers didn't pass a test of basic skills early this year. A school district in Suffolk County, N.Y., gave teaching applicants an 11th-grade-level reading-comprehension test last July; 75% failed. According to the National Commission on Teaching

and America's Future, more than 20% of high school teachers don't even have an undergraduate minor in the subject they teach. In California, half of the state's math and science teachers have no background in their field. And 12% of all newly hired teachers enter the classroom without any pedagogical training at all.

Part of the problem is that unlike such professions as law or medicine, there is no uniform, national method for certifying teachers. Says Linda Darling-Hammond, a professor at Columbia Teachers College: "We still have a 19th century model of managing teaching." That's bad news for schools of the 21st century. With a growing number of students projected to enroll in grade schools and high schools, and with politicians slashing class sizes and a generation of teachers on the verge of retiring, American schools face a crunch: they will have to hire as many as 1 million new teachers over the next decade.

That numerical pressure comes at a time when unions are experiencing pressure of a different kind: parents and politicians want them to prove they are willing to root out bad teachers once they get into the schoolhouse. In the past, unions have blunted efforts to loosen tenure laws that make it both time consuming and expensive to fire bad teachers. And they have resisted any moves to pay teachers according to performance rather than seniority. But in some places, that line is beginning to bend. In Douglas County, Colo., teachers' raises and bonuses are determined by a range of performance standards. In Seattle, teachers agreed to let student achievement

be a factor in judging their aptitude in the classroom. And they gave up seniority as the main priority in hiring; now a school must consider a teacher's ability first in hiring from another school.

And yet some much advertised union reforms remain cosmetic. Leaders of both unions have embraced "peer review" of teachers, where a new teacher's performance is judged for an entire year by a "consultant teacher." Peer review also seeks to identify and weed out veteran teachers who aren't performing. Feldman calls it "the best kind of teacher evaluation out there," but others call it a sham, designed to give unions even more control over personnel decisions. A handful of districts, taking their cue from the national union leaders, have successfully instituted peer review. But more often, local unions have ignored it. Says California state superintendent Delaine Eastin: "[The unions] do realize the issue of accountability is on the stove, but they want years to pass before we do something."

The unions are dismissive of alternative certification for people who want to teach—liberal arts graduates or people from other industries—without having to acquire teaching degrees. Advocates of alternative certification like Silber push it as a way to increase the number and quality of interested teachers. But while 100,000 teachers have been licensed through alternative programs, union leaders remain cool to the idea: "If John Silber wants to take a job in any school in America, I'll help him get his alternative certification. But this is not how to attract better teachers," says Feldman.

Union leaders, education experts and even some politicians agree on one thing: teachers' salaries need a big boost to attract and retain high-achieving candidates. (On average, first-year teachers make \$25,000 a year.) In response to his state's teacher-testing debacle, Massachusetts senate president Thomas Birmingham last week proposed spending \$100 million toward giving top college graduates a \$20,000 bonus to lure them into teaching. Senator Kerry too called for "raising teacher salaries and paying [them] like professionals." Given the scope of the teaching crisis and the priority voters make of education, politicians of both parties might just agree to throw money at the problem. —With reporting by James Carney/Washington, Andrew Goldstein/New York and Richard Woodbury/Denver

## Ever Try to Flunk a Bad Teacher?

**W**HEN STUDENTS IN CLEMENTINE JOHNSON'S TYPING CLASS BEGAN THROWING books and dismantling typewriters six years ago, she didn't send anyone to detention. Instead she gleefully tossed back. Then, according to the *Florida Times-Union*, after the principal called her class unruly, she wrote a loopy letter describing the "living flesh on my true hereditary genes bones." Finally she changed her surname to God.

The decision to fire Johnson—sorry, "Ms. God"—may seem like a no-brainer. But in fact she stayed on the job another year, presumably enlivening class but probably not serving Florida's future terribly well. How did she stay so long? She chose the right career: rigid work rules and languorous appeals procedures make teaching a profession from which it is almost impossible to be fired. Which isn't to demean the millions of teachers who work hard for sweatshop wages. But when, for example, only .02% of Florida teachers were dismissed for incompetence last year, you know there's a problem.

Why does it take so long to fire bad teachers? Each state is different, but most award educators lifetime job protection after just three years on the job. Tenure gives teachers faced with termination a host of stalling tactics—principals seeking to dismiss them must usually file several written reports, wait a year for improvement, file additional poor evaluations, appear at a hearing and perhaps even show up in court to defend the firing. In the meantime, the teacher still gets paid, as does a substitute. And of course the district must spend thousands to pay the lawyers. Not surprisingly, very few teachers are ever fired: just 44 of Illinois' 100,000 tenured public school teachers were dismissed between 1991 and 1997, according to the president of the Illinois Education Association.

In itself, tenure isn't an awful idea. Most judges and university professors have it. Its noble purpose is to protect teachers from being fired unjustly because, say, they won't teach creationism. And teacher unions point out that tenure confers basic due process.

Nonetheless, in the past few years several states have streamlined their firing procedures, and some have ended tenure altogether. Next year, for instance, Florida will cut to 90 days the time a teacher has to show improvement before a dismissal hearing. New York now requires most of these hearings to last less than 60 days. In 1995 South Dakota repealed its tenure laws, so teachers can be fired for just cause.

Every time a new horror story appears describing a teaching debacle—a Connecticut teacher helped her students cheat on the state's basic skills test but ended up with only a 30-day suspension—the pressure on states to change tenure laws grows. And the movement gained support last month when Democratic Senator John Kerry joined his C.O.P. colleague Al D'Amato in calling to "end teacher tenure as we know it." That's too late to help Ms. God's students, but not their younger siblings.

—By Andrew

Goldstein/New York

### ADDING UP THE COSTS

#### TEACHER SALARY

A suspended teacher is paid throughout the hearing process, which can last a full year.  
Average cost:

\$47,500

#### SUBSTITUTE SALARY

The district must hire a substitute during the suspension period.  
Average cost:

\$30,000

#### LEGAL FEES

The district must hire a lawyer from the first hearing through all appeals, with costs ranging from a few thousand dollars to over \$500,000. Conservative estimate:

\$60,000

\$137,500

TOTAL

# His Just Reward?

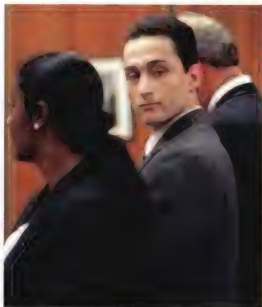
A quick conviction in the Ennis Cosby case—with thanks to a tabloid

By JODIE MORSE

**T**HE COURTROOM DRAMA WAS SWIFT and efficient. After a two-week murder trial, jurors deliberated for less than six hours and emerged with a guilty verdict, putting a killer behind bars for life. Case closed. Thus was textbook justice meted out last week in Los Angeles, when jurors convicted Mikail Markhasev, 19, of fatally shooting Ennis Cosby, venerable entertainer Bill's only son, while he was changing a flat tire on Jan. 16, 1997. The Cosby family issued a brief statement saying it was "satisfied" with the outcome. Los Angeles district attorney Gil Garcetti stood outside the Santa Monica courthouse beaming and showering kudos on his staff for scoring a high-profile conviction.

But the scene that played out two days later at a nearby hotel was a little less by the book. Flanked by armed guards, Christopher So, the man who led Los Angeles police to Markhasev, took center stage and pocketed a \$100,000 reward for helping solve the case. The check was issued by the *National Enquirer*, which had posted the hefty reward for information leading to the arrest and conviction of Cosby's killer. For his payday, the tabloid had generously outfitted So in a baseball cap sporting the cheeky logo ENQUIRING MINDS.

In the end the most surprising thing about the trial was not that a case involving celebrities was speedily tried in Los Angeles sans a media circus or that a stone-faced and silent Bill Cosby stole the show with a brief appearance at closing arguments. What was most notable about the trial was that it might not have taken place at all were it not for the efforts (and deep pockets) of the nation's most widely read



**FINAL VERDICT** After Ennis Cosby was shot in the head while changing a tire just off a Los Angeles freeway, the *National Enquirer* offered a hefty reward to find and convict his killer. Last week a jury found Ukrainian immigrant Mikail Markhasev guilty of the murder

supermarket tabloid. The trial's two key pieces of evidence, the murder weapon and a series of incriminating jailhouse letters written by Markhasev, were both unearthed with the help of the *Enquirer*. After reading about the reward, So called the tabloid's Ennis Cosby hot line with a tip that led the L.A.P.D. to the discarded .38-cal. gun, wrapped in a knit cap that contained a strand of Markhasev's hair. Later the *Enquirer* obtained (through sources it won't reveal) copies of Markhasev's jailhouse letters, in which he virtually confessed to the crime.

The prosecution presented the case as a badly bungled robbery, arguing that Markhasev and two friends spotted Cosby on the roadside and Markhasev killed him. In opening arguments the defense suggested that Cosby was actually shot by one of Markhasev's companions, Eli Zakaria. But the mistaken-identity theory went nowhere, and Zakaria was never called to the stand.

Christopher So was a key, if troubling, witness. A convicted embezzler and wife beater, he had to be dragged into the courthouse clad in slippers and shorts. Once there, though, he earned his keep, testifying that he had overheard Markhasev say, "I shot a n... It's

big." In cross-examination public defender Henry Hall grilled So about his pending reward, asking if he understood he might become rich by cooperating. So answered, "That did cross my mind."

It has crossed the minds of many legal experts as well. In an era when tabloids compete for scoops with their checkbooks, telling all to a tabloid is usually a surefire credibility killer. The O.J. Simpson prosecutors, for example, had to strike at least one promising witness who was discovered to have taken money from a tabloid TV show. In the Cosby case, however, the *Enquirer* did more than just buy a scoop; it offered a reward for information leading to a conviction. "The key concern is that people may fabricate evidence to collect rewards. Then innocent people can be convicted," warns U.S.C. law professor Erwin Chemerinsky. "But if the information helps to get somebody who is guilty, how can we question it?"

"Rewards bring people out of the woodwork who would not normally come forward," says UCLA law professor and former public defender Peter Arenella. "Some of them have valuable information; some do not. The Cosby case suggests that under appropriate circumstances such information will be credited." Credit came to So in the form of a check blown up poster-size to look like the jackpot in a Publishers Clearing House commercial. He pledged to donate part of the money to the Ennis William Cosby Foundation. "I'm not an angel," he said. "But I'm not as bad as many people like to think."

—Reported by Andrea Sachs/  
New York and James Willwerth/Los Angeles



**IN THE MONEY** Feeling like 100,000 bucks, star witness Christopher So picks up his check



- 1. September 1996, Bahamas** Banker who has dealings with Sante Kimes disappears
- 2. January 1998, Las Vegas** Sante Kimes is suspected of committing arson to collect insurance money
- 3. March, Los Angeles** The Kimeses are suspects in the death of friend David Kazdin
- 4. April, Salt Lake City, Utah** They are accused of buying a car with a \$14,000 rubber check
- 5. May, Baton Rouge, La.** They buy a motor home, possibly using another bogus check
- 6. June, Miami** The motor home is found abandoned
- 7. July, New York City** The Kimeses are suspects in the disappearance of Irene Silverman

CRIME

# The Landlady Vanishes

A posh Manhattan mansion's owner is missing, and all eyes turn to a mother and son with a shady past

By ADAM COHEN

IRENE SILVERMAN, A WEALTHY 82-YEAR-old widow, was very particular about who rented the eight antique-filled apartments in her swank Manhattan town house. But when 23-year-old Manny Guerin sauntered into her marble lobby in mid-June, she readily handed over the keys to a first-floor flat. Guerin, who dropped the name of a friend of a friend of Silverman's, seemed an ideal fit for her upper-class boardinghouse. Six feet tall with blue eyes and slicked-back blond hair, he was a smooth talker with a Jay Gatsby wardrobe. He toiled around town in a 1997 Lincoln Town Car and paid the first month's rent of \$6,000 in cash.

But Silverman's new tenant turned out to be an unwelcome addition. He seemed to have no job and no visible means of support. According to the household staff, he had a way of staring at Silverman that made her uncomfortable and of turning his head away from the house's security camera. And he and Silverman were seen engaging in an angry shouting match. Though he had moved in only three weeks earlier, Silverman was reportedly about to send him packing.

But Silverman disappeared first. A former dancer with Radio City Music Hall's Corps de Ballet, she was last seen walking through her home in a nightgown one morning last week. Police found blood drops outside the house and noticed that the suspicious Guerin was missing himself. A New York City detective who saw a sketch of him on television realized that he

bore a striking resemblance to a Kenneth Kimes, who had been arrested just the previous day with his mother Sante on an outstanding fraud warrant from Utah. The detective had a good eye. "Manny Guerin" was apparently an alias for Kenneth Kimes.

The Kimeses may be the biggest mother-and-son crime team since Ma Barker and her boys swore off bank robbing. The Oklahoma-born Sante, 63, has a rap sheet stretching back to the 1960s. Among her more exotic crimes: stealing a \$6,500 fur at a Washington piano bar and enslaving illegal Mexican immigrants to work as maids. Kenneth has been convicted of robbery and assault. Mother and son are jointly accused of using a worthless check to buy their \$14,000 Lincoln Town Car—the charge for which they are now locked up in a New York jail. They have not been charged with any crime in connection with Silverman's disappearance.

Perhaps the most notable part of the Kimeses' history is their habit of being around people shortly before they mysteriously disappear. The Los Angeles police want to talk to the pair about the demise of David Kazdin, 63, a long-time acquaintance and business associate of Sante Kimes' who was found shot to death in a Dumpster near Los Angeles International airport in March.

Police suspect the Kimeses may have fraudulently obtained a \$260,000 loan on property listed in his name. And Bahamian police have unanswered questions about the death of banker Syed Bilal Ahmed, who vanished in Nassau in September 1996. Sante Kimes reportedly had dealings with Ahmed shortly before he disappeared.

Police suspect the Kimeses may have been trying to relieve Silverman of her multimillion-dollar home. A notary public has come forward to say that Kenneth Kimes and an unidentified woman called him to the mansion to notarize a document that already bore a signature reading "Irene Silverman." When he asked the woman to sign another piece of paper so he could check her signature, she hesitated and he left. When they were arrested, the Kimeses reportedly had Silverman's passport and financial documents with them.

So far, there is no trace of Silverman. But knowing the Kimeses' record, police fear the worst. They have used bloodhounds in Silverman's town house and nearby Central Park to try to sniff out her trail. And they are pursuing leads that she may have been killed and dumped in the grassy medians

along New Jersey's Garden State Parkway, where the Kimeses are believed to have driven the afternoon Silverman vanished.

Film-noir fans quickly spotted the similarities between the Kimeses and the mother-and-son team of con artists in *The Grifters*, the 1990 movie starring Anjelica Huston and John Cusack. But any reader of dime-store detective novels knows that true grifters take their haul by tricky, not violence. When the police investigation is over, the Kimeses may be known by a less exotic word in the criminal lexicon: murderers. ■



**A FORMER DANCER:** Irene Silverman is still missing, and police now fear the worst



# Mothers And Killers

A child-murderer wins custody of her son. Does it serve his best interest?

By SALLY B. DONNELLY WASHINGTON

**T**HE WASHINGTON COURTROOM was crowded and tense as the prosecutor bored in on Latrena Pixley, a young mother who sat emotionless on the witness stand. "You carried your first child for nine months, held him in your arms and then gave him away. You carried your second child for nine months, held him in your arms, and you haven't seen him for six years. You carried your third child for nine months, held her in your arms and then killed her. Right?" Pixley looked up blankly, paused and answered, "Yes."

Despite hearing that damning litany, District of Columbia superior court Judge George Mitchell last month ordered that Pixley be moved from a detention center—where she was serving time for killing her daughter and committing credit-card fraud—to a facility that allows children, so that she could take custody of her fourth child, Cornilous, 2. In an earlier, related action, Montgomery County (Md.) circuit court Judge Michael Mason had ruled that Pixley was free of the postpartum depression that had caused her to kill her daughter, and that it was in Cornilous' "best interest" that he be returned to his biological mother.

Last Thursday a Maryland appeals court upheld that ruling. Within a few weeks, Cornilous could be taken from the heartbroken Maryland woman with whom he has spent almost all of his short life and who wants to adopt him. The case has drawn national attention and fueled a bitter debate over the courts' strong bias in favor of "family preservation." Complains Bill Pierce, president of the National Council for Adoption: "It is not in Cornilous' best interest to be



**FOSTER MOM:** She has cared for Cornilous, but the courts say she can't adopt him

part of a social experiment to observe what might happen if Latrena Pixley is given one more chance."

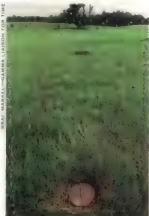
What's particularly troubling about the Pixley case is that the judges involved are not rogue thinkers. Courts across the country routinely return children to their biological parents despite prior neglect and abuse. In April a judge in New York ruled to reunite a five-year-old boy with his mother, who had killed her other son in 1994. In Figsboro, Va., a woman was allowed to retain custody of her eight-month-old daughter despite being charged with fracturing the infant's skull; the baby was stabbed to death on Mother's Day, and the mother has now been charged with murder.

But the pendulum may be swinging. Last year Congress passed the Adoption and Safe Families Act, which requires courts and government agencies to consider prior neglect, abuse and murder in reunification cases. States face the loss of

federal child-welfare funds if they don't come into line with the act. So far, only a handful of states have amended their laws to comply. One of those is Maryland, where a group of legislators, outraged by the Pixley case, pushed a bill through this spring.

The new federal law, however, covers only those children who are already in a state's foster-care system when a biological parent seeks custody. Cornilous missed out on qualifying because his mother, while on probation for the murder of her daughter, allowed Laura Blankman, a woman she had befriended at the public defender's office, to take custody of her son informally. Blankman, 28, now a police officer, has cared for and supported Cornilous since he was three months old. Last fall she decided to adopt him. Pixley, by then in a part-time detention facility, resisted—even though she had been unable to hold down a steady job, and had contributed a grand total of \$200 to her son's care. In a case burdened by race—Pixley is black, Blankman white—the courts once again favored the biological mother and denied the adoption.

By week's end Blankman had not decided whether to appeal to Maryland's highest court to let her keep Cornilous. But even if the court agrees to hear her case, the boy could be returned to his biological mother by Sept. 1. Already, Cornilous has begun overnight visits to Pixley at her halfway house. In the meantime, a distraught Blankman says she lives each day with the boy as if it were their last one together.



**PRECEDENT:** The grave marker for a child the mother smothered



**ON TRIAL:** Pixley pleaded guilty to murder due to mental illness



Between millions of packages and their final destination lies but one road.

**Introducing Guaranteed Ground. Only from UPS.**

Only UPS guarantees every ground package you send to any business address from coast to coast. Now you can be certain your shipment will arrive by the day it's promised—the precise day—or your money back. And when you consider the millions of packages we deliver every business day, you begin to understand just how much ground this guarantee really covers. Go to [www.ups.com](http://www.ups.com) or call 1-800-PICK-UPS. MOVING at the SPEED of BUSINESS.™



# DESPERATE FOR DEMOCRACY

After years of dictatorship, Nigerians hope the death of Moshood Abiola will usher in a new era

By JACK E. WHITE

**O**NLY IN A COUNTRY THAT HAS been as thoroughly brutalized by its rapacious leaders as Nigeria could a shady character like Moshood Abiola be transmuted into a symbol of frustrated democracy. By the time of his mysterious death in the new capital city of Abuja last week, he had been elevated into something he never was, the figurehead of the political freedom Nigeria never had. No matter that for years Abiola was thick as thieves with the military strongmen who were stealing millions from their country; no matter that he pocketed money from sweetheart deals he had cut with the greedy generals. Nigerians were desperate for a hero to worship, and Abiola, who would have been 61 next month, fit the bill.

For many Nigerians—especially those in the Yoruba-dominated southwest, where Abiola hailed from—memories go back only five years, to Nigeria's last ill-fated attempt to elect a civilian regime. Abiola appeared to win that election, even if he did it by dumping money on the electorate. But Nigeria's military bosses refused to accept the result and annulled the election. A year

later, after Abiola proclaimed himself President anyway, a new strongman, General Sani Abacha, charged him with treason and clapped him in prison. After four years of mostly solitary confinement, Abiola's spirit appeared to be broken. He was so eager to be released that he seemed to renounce his claim to the presidency in a conversation only two weeks ago with U.N. Secretary-General Kofi Annan.

On the face of it, those are not promising materials for creating a Nigerian version of Nelson Mandela. But in a country where everything but misery is in short supply, people have learned to make do with whatever is at hand. Daily life in Nigeria deteriorated disastrously under Abacha's dictatorship as the economy and infrastructure crumbled. Unemployment and corruption inflamed ethnic animosity. The facts about Abiola became far less important to people than the image they could build around him of a democratic future they yearned to have.

The mythmaking will be easier because of the bizarre circumstances of Abiola's demise. Still a prisoner, he had just sat down with a top-level U.S. delegation visiting Nigeria to push for democratic reforms when he had trouble breathing and collapsed. Ninety minutes later, he died in a



**LAGOS REACTS:** News of Abiola's death sparked riots and ethnic violence

military hospital. The mystery of his death touched off riots in Lagos and other southwestern cities that left at least 55 dead as his fellow Yorubas took revenge on Hausa northerners, the ethnic group that dominates the military regime. Angry youths set fires and barricaded the streets of Lagos, battling police and soldiers. Though the doctors attending him said Abiola appeared to have died from a heart attack, some of his relatives immediately charged that he had been poisoned or had died because his illnesses had gone untreated while he was in detention. A Lagos newspaper suggested absurdly that the American diplomats meeting Abiola had slipped something into his tea. In what is sure to be a vain attempt to quell the inflammatory rumors, the latest military boss, General Abdulsalam Abubakar, 56, called in a team of British, American and Canadian pathologists to perform an autopsy.

Unlike his immediate predecessor Sani Abacha, who dropped dead just as abruptly a month ago, Abubakar seems to be committed to restoring democracy. In an address to the nation, he proclaimed his grief at Abiola's death and implied that if the prisoner had lived only one more day, he would have been freed. But such sentiments, no matter how genuine, are unlikely to stir sympathy from Abiola's ardent supporters. On Satur-

## TWO UNEXPECTED DEATHS, AND NOW A NEW GENERAL



**DEAD JUNE 8** Abacha's sudden demise ended a brutal five-year reign



**DEAD JULY 7** Abiola's release by the ruling military junta had seemed imminent



**NOW IN POWER** Abubakar has pledged an eventual return to civilian rule





day the foreign experts issued a preliminary finding that Abiola died naturally of a heart attack. They will issue a final report when more tests are completed. Even so, many of Abiola's backers are unlikely to accept the experts' conclusions. Their need for a martyr to rally around guarantees they will continue to insist that Abiola was murdered, no matter what the evidence says.

As a revered victim of despotism rather than a live wheeler-dealer, Abiola may well become the mythic symbol of national unity that Nigerians have been hungering for since the country became independent 38 years ago. Such a symbol is desperately needed because Nigeria remains an arbitrary collection of squabbling ethnic groups living in regions thrown together by colonialism, rather than a unified nation whose inhabitants share a sense of collective destiny. Under the greedy leadership of the generals, the old clanishness has revived. Billions upon billions of dollars in oil revenues that provide Nigeria's principal source of foreign exchange have been siphoned off by the military bosses. The per capita income of Nigerians, the 33rd highest in the world two decades ago, has plummeted to the 13th lowest, below even Haiti's. In order to survive, honest hardworking citizens have been forced to resort to cor-

ruption. As Femi Adefope, an American-educated travel agent in Lagos, puts it, "If you want to do business honestly, people don't want to do business with you." These problems are the makings of a potential explosion that could spill over Nigeria's borders and engulf all of West Africa.

The question now is whether Nigerians are capable of developing the mechanisms to head off such a disaster. Thirty years of kleptocratic military dictatorship have produced a generation of civilian politicians more accustomed to doing business with the tyrants than challenging them. Millions of well-educated Nigerians who once formed an ambitious middle class have fled the country in total frustration. The deep sense of pride some Nigerians once felt has been replaced by a deep sense of shame as their country earned an ugly reputation as a font of intricate financial scams and a haven for international drug smuggling where hypocrisy rules.

Even some of the most vocal exile leaders, who have been howling for years for Abiola's immediate release and installation as President, have done business with the generals. During the eight-year reign of General Ibrahim Babangida, from 1985 to 1993, Abiola himself often operated as a bagman, showering large sums on promi-

nent African Americans who would have been embarrassed to take money directly from a military dictator. An effort by Jesse Jackson to strengthen ties between African and African-American businessmen benefited from Abiola's largesse, as did the Congressional Black Caucus Foundation: each reportedly received a \$250,000 donation. Few people asked where the money came from; even fewer returned it. The currying of favor continued under the brutal reign of Abacha. During that time, all manner of prominent African Americans from Nation of Islam leader Louis Farrakhan to delegations of clergymen, newspaper publishers and businessmen accepted government-sponsored tours of Nigeria, then sang the dictator's praises.

Despite all that, there is reason for optimism about Nigeria's future. Abubakar seems to mean what he says about restoring democracy. He has released a group of political prisoners and promises to free the rest. There is enormous pressure on the military to relinquish its grip so that new elections can be held before the end of the year. And, of course, miracles do happen. Nigerians need look no further than the transformation of Moshod Abiola from a fixer into their country's new symbol of democracy for indisputable proof of that. ■

# Joining the Third Way

Germany's Social Democratic candidate hopes that he can win by campaigning down the middle

By JORDAN BONFANTE BONN

**G**ERHARD SCHRÖDER LOVES NEW YORK. His wife Doris, 35, a former radio journalist whom he married last fall, loves it even more, having lived in Manhattan as a single working mom in the early '90s. "In fact, my seven-year-old stepdaughter Clara is an American, because she was born in the U.S.," Schröder bragged to friends at a political bash in Hanover. "And Doris is always telling me, Let's go live in New York!"

Doris should not expect her husband to be packing his bags anytime soon. The odds are better than even that in the election this September, Schröder, 54, could become Chancellor of Germany, ending the almost 16-year reign of Helmut Kohl. As the latest member in the growing ranks of so-called Third Way leaders, Schröder hopes to emulate the success of left-of-center politicians like Bill Clinton and Tony Blair, who won office by scrapping traditional big-spending, big-government ideologies in favor of the free-market solutions advocated by their right-leaning rivals.

Wary of what he calls "philosophical catchwords," Schröder does not refer explicitly to the Third Way. The phrase seems to mean not simply a compromise between right and left but a synthesis of fiscal conservatism with social responsibility that can appeal across a broad middle. Schröder recognizes the idea in the rise of a like-minded international fraternity. "There's a mainstream of modern social democratic thinking, trying to find answers to the new questions arising from globalization," he says. "The main question is balance: how to modernize the society and modernize the economy and have social security—how to keep that balance."

As the standard-bearer of the Social

Democratic Party, Schröder's slogan may be the prosaic "New Middle," but he has discarded years of leftist orthodoxy and learned from the mistakes of his predecessors. In 1990 the SPD promised to slow down the privatization of former East German industries to protect the workers; Schröder now preaches the need for the private sector to become more competitive

tract the growing number of young voters who are in a mood for change and are distressed by Germany's punishing 10.2% unemployment rate. Schröder's stress on "modernity" and technological "innovation" is directed at a new class of voters, independent-minded young entrepreneurs and technicians. So far, the strategy is paying off: current polls give Schröder a 16-point advantage over Kohl in the popularity ratings, leading 54% to 38%.

If Schröder's tech-tinged centrism bears some striking resemblances to Blair and Clinton, it is not accidental. The German hails Blair's emphasis on retraining workers instead of letting them live on the dole. Schröder admits that he has modeled his run on Clinton's 1996 campaign emphasis on "jobs and the middle class." The two also share a biographical affinity as self-made men who rose from humble, rural beginnings.

Some wonder whether he can deliver on his particular brand of Third Way promises. Unlike Blair's Labour Party, the SPD has not undergone an official ideological conversion, leaving Schröder the pragmatic flag bearer of an otherwise unchanged party in terms of both personalities and priorities. Schröder's best broadsword for beating back the party's left would be a resounding—and highly personal—election win. His freedom of action, though, will still depend on which parties form the governing coalition after the votes are counted.

Insiders believe that if the election should be close, Schröder would welcome a grand coalition, not with Kohl personally but with Kohl's Christian Democrats. That would give Schröder the leverage to control his party and put through pragmatic economic reforms along U.S. and British lines. And that is the direction he should follow if he is really listening to the majority. According to opinion polls, Germany's frustrated voters say they want the two big parties to work together to find a middle way out of the country's malaise. Kohl's record shows that he cannot be counted out. And if he closes the gap and forces a close race, a grand coalition may be exactly what the voters will get.

## The New Breed of Middlemen



TONY BLAIR



GERHARD SCHRÖDER



BILL CLINTON



WIM KOK



GORAN PERSSON

Schröder has adopted centrist ideas from both Clinton and Blair, as well as the pragmatism of social democrats in Sweden and the Netherlands; his election would establish the Third Way as the dominant Western political model

by cutting labor costs. In 1994 the party proposed higher taxes on middle- and upper-income families; Schröder wants to cut the highest income tax rate from 53% to 47% and reduce corporate rates from 45% to 35%.

This past May, at an SPD issues conference in Cologne, odes to such Third Way themes as restructuring and self-reliance filled the air. Concluded Schröder: "The New Middle appeals to all those who want to grasp the initiative and experience the growing flexibility of the labor market. The New Middle appeals to those who want to fulfill the dream of self-employment, who are willing to take risks."

The New Middle is also intended to at-

# High Time for Tea

Prince William breaks bread—and maybe the ice—with England's most infamous other woman

By GINIA BELLAFAFANTE

UNPLANNED VISITS, CHANCE MEETINGS, impromptu drinks—these are just the sort of Filofax-be-damned encounters royal life does not amply provide. On a Friday evening last month, however, at Prince Charles' St. James's Palace apartment, there occurred some rather significant spur-of-the-moment socializing. Just nine days before his 16th birthday, Prince William, en route from boarding school to the movies with friends, called his father to tell him he'd be stopping home for a change of clothes. Prince Charles asked his son if he would not mind spending a few moments with a houseguest, one the boy had never met before—Charles' mistress of 26 years, Camilla Parker Bowles.

Anxious, Parker Bowles, the 51-year-old divorcée who helped break up the Prince's marriage to Diana, offered to exit. But Charles encouraged her to stay; Wills was looking forward to an introduction.

When the teenager arrived, the threesome spent half an hour sipping tea and soft drinks. After Wills left, Parker Bowles reportedly asked for a vodka tonic to calm her nerves. The en-

counter went smoothly though, and the young Prince has since sat down with Parker Bowles twice, once alone for tea and later for lunch with his father. If he is amenable, Wills' brother Harry, 13, might soon meet Parker Bowles.

News of the get-togethers appeared with much fanfare in the British press last week. Initially reported by the *Sun*, the story was confirmed by royal-family spokesmen who leveled no objections to its publication. The palace's surprising compliance immediately sparked questions about whether there is a movement afoot to introduce Charles' frequently maligned paramour into public life.

Their relationship had become less closeted in the months before Diana's death last August. But in the wake of that tragedy, the woman Diana once deemed "the Rottweiler" again retreated from view. By March, however, tabloids had got wind that Parker Bowles was spending nights at St. James's as well as the Queen's Sandringham estate. More recently, Parker Bowles has begun to emerge on the social scene. Just a few weeks ago, she attended a gathering thrown by Charles for prominent members of the Greek community at his country place, Highgrove. Last month she turned up at Sir David Frost's annual garden party in London.

Speculation about who exactly might have leaked news of the Wills-Camilla meeting has

turned into something of a London parlor game. The palace was furious at the suggestion that it provided the tip-off. Indeed, Prince Charles was said to be upset that word had filtered out; he surely understood that Diana's friends and fans would find it insensitive to have Parker Bowles meeting Wills before the first anniversary of the princess's death. Another theory is that friends of Parker Bowles passed on the information in hopes that it would help redeem her reputation among the citizenry.

Should Parker Bowles ever gain the acceptance her friends wish for her, it is still unlikely that she and Charles would wed. The couple, according to royal watchers, has accepted the fact that marriage is not an option. Charles hasn't intimated that he would forfeit the throne to make Camilla his wife. The most they can hope for is a comfortable live-in relationship.

And for that reason alone it makes sense that Parker Bowles should involve herself in the lives of the young princes. Says Harold Brooke-Baker, publishing director of *Burke's Peerage*: "The situation has been ridiculous. Camilla and her ex-husband are courtiers and socially part of the royal circles whose paths cross all the time. The princes must be the only children in the whole royal group who don't see her." Now, it seems, they'll have countless chances.

—Reported by  
Helen Gibson/  
London

Following the encounter, Parker Bowles required a vodka tonic to de-stress



# CLICK TILL YOU DROP

The Internet has become a shopper's paradise, stocked with everything from wine to cars. Business will never be the same

By MICHAEL KRANTZ SAN FRANCISCO

**I** KNOW WE'RE NOT NORMAL," JERRY Yang says with a boyish grin, making a halfhearted effort to straighten up his cubicle for his visitor. It's not much of an office by mogul standards: just a nondescript desk, a couple of cheap plastic milk crates bulging with papers, an old futon. Magazines are piled in a corner, and a window offers a distinctly déclassé view of the parking lot.

Of course, by the standards of David Filo, 32, Yahoo's other co-founder, 29-year-old Jerry's digs are West Coast Donald Trump. Filo's office is truly a Goodwill collection truck of a workspace, with dirty socks and T shirts jumbled in with books, software and other debris. Even more startling is his office computer: a poky clone running an outdated Pentium 120 chip. Why wouldn't the chief technologist of the Internet's No. 1 website use the top of the line? Filo just shrugs. "Upgrading is a pain."

Could this be the face of 21st century capitalism? You'd better believe it. Two years ago, conventional wisdom still derided the World Wide Web as an amusing toy with little practical application. No more. With striking speed, the business that Yahoo (or, as the company formally calls itself, Yahoo!) has been pioneering has grown into nothing less than a new economic order, a Net Economy! whose exclamation point came last week, when shares of Yahoo surged to more

than \$200 (closing at \$181 on Friday), making billionaires of two young men who just a generation ago would only be beginning their climb up the organization ladder.

Instead they're already creating a world that is about to become your own. The Net economy that Yang and Filo are building doesn't exist merely in the 115 million Web-page views that Yahoo serves up to hungry surfers every day nor in the stock-market pyrotechnics that have given their venture an explosive \$8 billion valuation. The real economy exists in the thousands—even tens of thousands—of sites that together with Yahoo are remaking the face of global commerce. Try to snag a \$900 suit for \$150? Visit [countryroadfashions.com](http://countryroadfashions.com) (but be warned: they're based in Thailand, so you'll have to take your own measurements). Looking for that hard-to-find anthropology book? [Amazon.com](http://Amazon.com) is your best bet.

Yearn to have your weekly groceries delivered to your door? [Peapod.com](http://Peapod.com) exists to make your grocery shopping easier—and it even lets you specify how ripe you like your bananas. How about if you want to know the difference between several brands of stereo receivers? Try [Compare.Net](http://Compare.Net), which offers a free online buyer's guide that allows users to compare features on more than 10,000 products.

And that's the pitch for this new electronic world: faster, cheaper, better. It's the same line we've heard for decades from computer manufacturers, stereomakers and

software firms like Microsoft.

"Information at your fingertips" is what Bill Gates called it as far back as 1990. Then it was an unimaginably seductive vision. Now it has become a lucrative reality for a select few. [Compare.Net](http://Compare.Net), for instance, has grown from four employees to





nearly 40 in less than two years, and its revenue growth is a stunning 25%—every month. Yahoo's lucre spreads beyond Yang and Filo. Just ask the dozens of other post-pubescent millionaires who prowl the firm's Santa Clara, Calif., headquarters. Barefoot. The real promise of all this change is that it will enrich all of us, not just a bunch of kids in Silicon Valley. With online price comparisons, automatic grocery shopping

and the ability to get whatever we want whenever we want it, 21st century Americans will face a radical reshaping of the consumer culture we've been building since the 1950s. Think, for a second, about the revolution that shopping malls created in the 1970s and 1980s. They defined not only how we bought stuff but also how we spent our time. The malls themselves became essential parts of a new suburban design, where castles of consumption shaped town layouts in the same way the Colosseum shaped Rome. At its heart, cybercommerce isn't just about building businesses either. It is also, explains Yang, about building a



# VIRTUAL SHOPPING

## IS IT BETTER THAN THE REAL THING?



### THE PRODUCTS

We took a daylong Net shopping spree and compared it to the real world. Here are the results:

**BOOK**  
*Cold Mountain*  
by Charles Frasier



**AIRLINE TICKETS**  
New York City to Los Angeles  
on Tower Air



### ONLINE BARGAIN?

Is shopping on the Web cheaper than hitting midtown Manhattan?

**ONLINE** \$16.80 plus \$3.95 shipping. Arrives in 3 to 7 days  
[www.amazon.com](http://www.amazon.com)

**IN STORE** \$21.60 at Barnes & Noble (plus tax)

**ONLINE** \$404 round trip  
[www.travelocity.com](http://www.travelocity.com)

**IN STORE** The same from virtually any travel agency or airline

### THE GOOD NEWS

What we loved about cybershopping

**EASY BROWSING** and great links from books you like to others you might enjoy; especially good for hard-to-find volumes

**LOTS OF INFORMATION**, especially in the Destination Guide, which has links to restaurants, hotels and local sights and sounds

### THE BAD NEWS

What we missed about the real world

**LOW FLIRT FACTOR** You can't pick up fellow existentialists in the philosophy section while sipping a latte-yet

**NOT NECESSARILY CHEAPER** Everyone has access to the same databases, so don't always expect to find a better bargain

### OTHER SITES

[www.barnesandnoble.com](http://www.barnesandnoble.com)  
[www.borders.com](http://www.borders.com)

[www.expedia.com](http://www.expedia.com)  
[www.pricetravel.com](http://www.pricetravel.com)

### THE FUTURE?

Is the Web going to replace old-fashioned stores? See our meters



**CHEAP PRICES** and endless hours will crowd out superstores



**MUZAK LOVERS** may miss phoning it in. The Web wins

new culture of convenience and speed.

It's an attractive idea. By the year 2000, according to the GartnerGroup, online consumer sales will reach \$20 billion, an increase of 233% over this year's estimated \$6.1 billion. And online commerce between companies (places like Boeing that now buy computers online from Dell) is growing even faster. In 1998, says the GartnerGroup, business-to-business trades over the Internet will total \$15.6 billion—and by 2000 that figure will reach \$175 billion. "The new econo-

**PAGE BY PAGE**  
Amazon.com guru  
Jeff Bezos is building  
an online retail giant

my," says Joe Carter, managing partner at Andersen Consulting, "could rapidly overtake the existing economy as we know it."

There are skeptics. Stephen Roach, chief global economist at Morgan Stanley Dean Witter, suspects that e-commerce is being oversold, though he admits it's growing rapidly. "I question if it'll ever be big." He is right when he notes that e-commerce is no more than 1% of the U.S.'s \$8.5 trillion economy; in fact, consumer online sales now account for only .2% of total retail. And e-commerce, Roach argues, is hardly on a par with the Industrial Revolution. "This is an intangible cerebral revolution, which is a lot harder to pull out."

But for hundreds of front-line businesses, this cerebral revolution has become very real. And very unpleasant. Talk to the folks at 230-year-old *Encyclopaedia Britannica*, which two years ago dismissed its entire home sales force in North America after the arrival of the Internet at \$8.50 a month made the idea of owning a \$1,250, 32-volume set of books seem less appealing. Kids, everyone knew, were just as happy to get their information online or from a CD-ROM. In fact, they preferred it. The 170-

**CD**  
**In the Wee Small Hours**

by Frank Sinatra

**ONLINE** \$13.99 (\$2.99 shipping). Arrives in 3 to 6 days  
[www.cdnow.com](http://www.cdnow.com)**IN STORE** \$13.99 at Coconuts (plus tax)**CONVENIENT**, huge selection, good prices and a terrific discography page with reviews, biographies and sound samples**CAN'T BEBOP ON THE SPOT**  
Real-world record stores offer instant gratification and unbeatable browsing[www.musicbivd.com](http://www.musicbivd.com)**PERFUME**  
**Chanel No. 5**

3.4-oz. eau de cologne splash

**ONLINE** \$57 with free shipping. Arrives in 2 to 5 days  
[www.perfumemart.com](http://www.perfumemart.com)**IN STORE** \$60 at Saks Fifth Avenue (plus tax)**LARGE SELECTION**, good prices and free shipping. Even better: the site contains some discontinued scents**SENSORY UNDERLOAD**  
There's no smell-by-wire technology (yet) so you miss the fun of bathing in free store samples[www.fragrancenet.com](http://www.fragrancenet.com)**CAR**  
**Volkswagen Beetle**

1998

**ONLINE** \$15,200 (base); \$20,700 (with extras, negotiable)  
[www.carpoint.com](http://www.carpoint.com)**IN STORE** Prices are the same at local dealerships**CUTS DOWN** on shopping time. Provides pricing reports, test-drive reviews, leasing options and links to financing sites**CAN'T KICK THE TIRES** or test-drive. CarPoint passes buyer info on to dealerships, so the price is the same. Try before you buy[www.autobytel.com](http://www.autobytel.com)  
[www.carsmart.com](http://www.carsmart.com)**WINE**  
**Kendall Jackson**

Vintner's Reserve Chardonnay, 1996

**ONLINE** \$8.99 (\$7.75 shipping to N.Y.); \$107.88 per case plus \$33.95 shipping. Three-day air  
[www.klwines.com](http://www.klwines.com)**IN STORE** \$9.99 or \$113.90 per case at Astor Wines & Spirits**GREAT FOR RARE** and hard-to-find wines. Good value and selection of both domestic and imported. Extensive reviews**WHO WANTS TO** wait to sip and sample? Shipping costs are a pain, and some states make it tough to buy booze online[www.virtualvin.com](http://www.virtualvin.com)**AN INSOMNIAC'S DREAM** but real stores are still faster. A tie**A NEED TO SMELL** before you buy may keep many away**KNOWLEDGE IS POWER** but car salesmen aren't finished yet**GENOPHILES** will order: the rest of us will just read the reviews

year-old *Journal of Commerce*, which made most of its money from publishing shipping logs every week, has been forced to set sail on a new digital ocean in order to survive. "The future is electronic," says publisher Willy Morgan, who shed 65 staff members and hurriedly set up a website last year when he discovered advertisers were junking the paper in favor of the Net.

The geeks have usurped an old financial term, disintermediation, and given it a new meaning to describe what happened to *Britannica*. To them it means the removal of middlemen, the intermediaries who smooth the operation of any economy—folks like travel agents, stockbrokers, car dealers and traveling salesmen. These people are the grease of a consumer economy, the folks who help you do things more efficiently than you could do them alone. But that's all changing: the Net is creating a new, self-service economy. Gates, who was late in recognizing the value of the Net, nonetheless has come up with the mot juste for this development: he calls it "frictionless capitalism."

Say you're planning a trip. Two years ago, you would have phoned your travel

agent. But now the complex, proprietary database systems that control the world's airplane-reservations systems are available online and free, reduced to a set of Web pages so simple that even technophobes can book a trip to Paris. And at sites like [price-line.com](http://price-line.com), you can actually tell the computer what you're willing to pay for a ticket and then wait to see if it can find an airline that's willing to take you. But will this replace your traditional travel agent? Do you really want to do your own travel planning? That's the crux of the conflict at the heart of this new economy: which services will survive and which will fail, who will invent new ideas (and reap new millions) and who will close up shop, as useless today as buggy-whip manufacturers became when Henry Ford built the Model-T.

Few businesses illustrate this sort of generational corporate conflict better than the book-selling industry. If you want a snapshot of the e-economy, 1998, you could do worse than Jeff Bezos, the founder of bookseller Amazon.com. One day last week, as his stock price rose and fell with typical volatility, he stalked through his shuttered Seattle office, on a phone call, staring at his

wristwatch, pacing, talking, thinking, plotting, scheming, then glancing at the watch again. Like the Net Economy, Bezos is all about motion.

His conversion to the Web came in 1995, when he read a report that projected annual Web growth at 2,300%. First he checked that he'd read the figure correctly. Then he quit his job as a hedge-fund manager in New York City, packed his bags and drove out to Seattle. Or, rather, his wife drove; Bezos was busy pecking out a business plan on his laptop.

The idea behind Amazon.com was devilishly simple: type in a book's title, the author's name or even just a general subject, and the site will present you with a list of every matching book in its database. Choose your title, type in your address and credit-card number, and service reps at Amazon.com's Seattle warehouse will find your order and mail it to you, usually within one or two days, and often at a hefty discount. Three years after launch, Amazon.com has 2.25 million worldwide customers, and sales that may reach \$350 million this year.

None of this, you can imagine, made



drop-in loading



extraordinary film



3 sizes



index print



**In photography, the image  
is the thing. With Kodak Advantix  
cameras, it's three things.**

Advanced Photo System cameras let you choose among three different formats for each picture as you shoot.

Classic format is perfect for portraits, group format lets you tell more of the story, and panoramic gives you the big picture. Now that you can frame shots in three ways, taking great pictures is easier than ever.



TAKE PICTURES. FURTHER.™



Classic



Group



Panoramic



bookstore chains very happy. But they held back on the Net. For years the buzz in the book industry was all about building new megastores, where shoppers could sip mochaccinos and chew over big ideas while they sat on comfortable couches. And in the two years that Barnes & Noble and Borders were focusing on what kinds of vanilla-sugar cubes to put in their coffee bars, Bezos was building an empire. B&N has tried to catch up, forging close ties with the gigantic online service America Online and suing Amazon.com over its use of the tag line "Earth's Biggest Bookstore."

Barnes & Noble has been an object lesson to the rest of the retail world, where everyone seems to have a Net commerce story these days. "In many ways this is what we've been doing for nearly 100 years," says Randy Heiple, vice president of advertising production for catalog giant Spiegel Inc., which ventured online in 1995 and has been ravenously growing ever since. Today the Net accounts for less than 5% of the Spiegel catalog's overall sales, but that share has grown fivefold or more in each of the past three years; sales and circulation of Spiegel's catalogs, meanwhile, have plunged.

But even as Spiegel has jumped into the electronic world, other giant retailers have not. Sears, for instance, is taking a more cautious approach. Though it put a catalog of Craftsman tools online last fall, it isn't rushing to build a website. "We think it has to be a profitable channel for plans to add any new merchandise to sell," says Paula Davis, a spokesperson for the retailer. But is Sears missing an opportunity? It has already missed Lisa Fontes, a 36-year-old Massachusetts psychologist who went to [sears.com](http://sears.com) last month hoping to buy a freezer. The Sears site, however, didn't have what she needed. "I assumed I couldn't find it because I was stupid or computer illiterate," she explains. But the real illiteracy may have belonged to Sears. It doesn't yet sell freezers online.

Sears may feel the chill soon. Most

businesses are finding that the Net is actually pretty lucrative. According to ActivMedia, which surveyed 2,000 commerce-related websites, 46% are profitable and an additional 30% expect to cross that line in the next couple of years. For some firms, the Net has become an essential competitive advantage. Dell, which sells \$5 million worth of computers a day on its website, claims that the efficiencies of Web-based sales give it a 6% profit advantage over its competitors. Discount-mortgage broker American Finance and Investment, which conducts 60% of its business online, was profitable 90 days after plugging into the Net. And Eddie Bauer, the outdoor-clothing retailer, has an online operation that has been profitable since 1997 and is growing at 300% to 500% a year. The Net, says Judy Neuman, the firm's vice president of interactive media, "makes you think very differently about your customers."

And customers have begun to think differently as well. Charles Hintz, a retired psychiatrist from Des Moines, Iowa, has found a kind of salvation in the Net's limitless ease and bounty. Hintz, a 68-year-old quadriplegic, was paralyzed in a fall 12 years ago, but for the past three years he has been doing the birthday and holiday shopping for his large family on the computer, which he operates by poking the keyboard with a stick he holds in his mouth. He buys clothes from Lands' End online, CDs from CDnow and books from Amazon.com. "It makes me feel independent," he explains.

That, of course, is the real miracle of the Internet. It's not just that it lets you do things better; it lets you do things you couldn't even dream of doing before. The seduction of being online—and this applies to everyone, from novice surfers on AOL to the hardest hackers on the Web—is that it really does put an awful lot of power in your hands. You can start with the simplest of questions—How do I buy a new sport-utility vehicle?—and step away from your PC in an hour with more information than you might have gathered in a month without a modem. And that informa-



tion may be better than anything you've ever seen. *Carpoint.com*, the Microsoft website, lets you look at 3D, interactive pictures of the inside of dozens of sports cars—something you can't do anywhere in the real world. The virtual world, for all its hype and promise, is finally delivering on at least one big idea: information, at last, is at your fingertips. This is what explains—even justifies—Jerry and David's billions. More fingertips start their Web travels at [Yahoo.com](http://Yahoo.com) than at any other site.

For Yang and Filo, it's been a strange ride. Filo, a shy, laconic man who radiates intense smarts, remembers when he could visit every site on the World Wide Web in a couple of hours. That was in early '94, when the Web was young, and Jerry, his more outgoing partner, used to record the best websites on his computer for fun. The two shared offices in a trailer at Stanford University that was big enough for a desk and a computer for each of the graduate students.

## WHO

Profile of online shoppers in the U.S.

Median age	33
Average household income	\$59,000
Single	59%
Married	41%
Children under 18 at home	34%
College degree	57%
Professional	30%

Source: Jupiter Communications

## HOW MANY

Estimated number of online shoppers in millions



## HOW MUCH

Estimated total online shopping revenues in billions







**BUY BY WIRE** Josh Gibson, a "personal shopper" for Net grocery firm Peapod.com, fills orders in Evanston, Ill.

great surprise and consternation, was as attractive to other people as it was to them." Moritz took a gamble on the entrepreneurs and gave them \$1 million for a 25% stake (it turned out to be a good bet—that stake would now be worth around \$2 billion). Stanford told them they could keep the venture on campus at least initially, which they did. And they called themselves Yahoo.

One legend about the origin of the name is that it was a playful acronym for "Yet Another Hierarchical Official Oracle." Yang, however, says they picked it out of a dictionary. "We thought it fit well with what we were doing. It was irrelevant, it was reflective of the Wild West nature of the Internet, and a lot of people found it easy to remember, which we thought was probably good." Yang also says that when he asked Moritz if they should change the name to something more serious, Moritz replied that if they did, he'd take back his money.

In the spring of 1995, Yang and Filo put their doctoral theses on hold and moved into their first office, in nearby Mountain View, in the heart of Silicon Valley, near some railroad tracks. It was a relatively big suite, around 1,700 sq. ft., which they needed for the computer servers that would gather and store the data, and the people who would feed and care for them. But by the end of the year they needed more space and moved into a 12,000-sq.-ft. site in Sunnyvale, where they went public.

David developed a navigational guide to search the Web, and soon Jerry found himself keeping track of not only his favorite sites but also David's. They dubbed their growing list "Jerry's Guide to the World Wide Web." But their part-time hobby quickly grew into a full-time obsession. More and more of their friends wanted to keep up with what was happening on the Web, and by fall the two enthusiasts were surfing the Net day and night. "It was impossible even to sleep," says Yang. Clearly there was a demand for some sort of service that could organize and make sense of all that information out there in cyberspace. They decided to turn their sideline into a business.

Their first meeting with a venture capitalist, Michael Moritz of Sequoia Capital, was all they needed. "With no promotion, no advertising and just word of mouth, something was happening," Moritz recalls. "Jerry and David had developed something for themselves that, I think probably to their

"We thought, 'This is great. We'll never fill this place up,'" recalls Yang. Wrong. Last year, after moving into a 33,000-sq.-ft. floor of a Santa Clara industrial park, they spread out two additional floors in a neighboring building for a total of nearly 100,000 sq. ft.

The lure of megasites like Yahoo is that in a place like the Net—where people tend to go wherever they want with ease—there are very few locations that attract a mass audience of the sort that advertisers can get through, say, the Superbowl. As a result, search and commerce sites like Yahoo and chief rival Excite have become gateways (the Net buzz word is portals) to the rest of the electronic universe. And owning a portal is looking a lot like owning a toll bridge. Yahoo charges about 4¢ for every ad it serves up on many of its 115 million pages every day. And those prices will rise as Yahoo develops technology that lets it more closely match advertisers with searchers.

That notion—of personalized content and advertising—has been a kind of Internet holy grail for years. Now, finally, the Web is delivering. Its tens of thousands of sites can match your needs and desires as quickly as your Pentium can get online. It's possible to get everything from custom newspapers to electronic newsletters that alert you to sales of items you've always craved. Futurists used to call these services "The Daily Me," a play on the idea of daily newspapers. But customized websites are delivering something more like "the instant me"—real-time collections of just the information you want, which you can use to shop, buy a stock or plan a last-minute trip. In our 20th century consumer culture, it may seem almost too good to be true: the latest and greatest products, custom-made and delivered whenever you want! And how to pay for all this online bounty? We hope you've bought some Yahoo stock. —Reported by

Patrick E. Cole/Seattle, Wendy Cole/Chicago, William Dowell and Alex M. Pascual/New York and David S. Jackson/Santa Clara

## WHAT

Estimated online revenues by industry in millions (1998)

Travel	\$2,091
PC hardware	\$1,816
Groceries	\$270
Gifts/flowers	\$219
Books	\$216
PC software	\$173
Tickets	\$81
Music	\$71
Clothing	

Source: eMarketer.com

## WHERE

Top shopping sites (May 1998)

bluemountainarts.com	Business
amazon.com	Books
cnet.com	Computers
columbiahouse.com	Gifts/flowers
ebay.com	Internet
cdnow.com	Music
barnesandnoble.com	Books
hotfiles.com	Internet
netmarket.com	Internet
musicbvd.com	Music

Source: eMarketer.com

## WHY NOT

Reasons for not buying online

Fear of hackers	21%
Lack of products	16%
Can't see the products	15%
Must reveal personal information	13%
Poorly designed site	8%
Companies' reputation	6%
Afraid of money or merchandise getting lost	6%

Source: World Research

# HEROES OF A WILD AN

**WEB WEALTH** You know about Bill Gates and Michael Dell. Now meet some of the Internet's winners



**Jeff Bezos, 34**  
**\$1.97 billion**

**COMPANY:**

Amazon.com

**BOTTOM LINE:**

Laughed at when he launched his online bookseller. Who's laughing now?



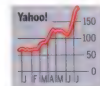
**David Filo, 32**  
**\$1.06 billion**  
**Jerry Yang, 29**  
**\$1.03 billion**

**COMPANY:**

Yahoo!

**BOTTOM LINE:**

The Stanford pals turned a list into the most widely used website



**Joe Kraus, 26**  
**\$28.4 billion**  
**George Bell, 41**  
**\$19.4 billion**

**COMPANY:**

Excite

**BOTTOM**

**LINE:** Their No. 2 search engine is challenging Yahoo by making a push to become up close and personal



**Steve Case, 39**  
**\$253 million**

**COMPANY:**

AOL

**BOTTOM LINE:**

After a rocky start, the numbers add up: 12 million subscribers and a market value of \$24 billion



# D CRAZY STOCK RIDE

## The payoff for Net investors has never been greater. But how long can these prices last?

By JOHN GREENWALD



**Christos Cotsakos, 49 \$40 million**



**COMPANY:**

E\*Trade

**BOTTOM LINE:**

One of the first to see that investors would charge into online trading



**Jason Olim, 28 \$65.6 million**  
**Matthew Olim, 28 \$65.6 million**



**COMPANY:**

CDnow

**BOTTOM LINE:**

The twins dominate the growing market for online album sales

**N**OT SINCE BILL GATES TOOK MICROSOFT public in 1986 has Wall Street witnessed anything like the wealth-creating power of today's Internet stocks. Consider Amazon.com, an online bookseller that has lost more than \$30 million since 1995 with nary a penny of profit in sight. No matter. Amazon's \$5 billion in market value exceeds the combined capitalization of Barnes & Noble and Borders Group, the two largest U.S. bookstore chains. The rise of No. 1 search engine Yahoo has been no less phenomenal. It stood at \$181 a share last week after reporting second-quarter earnings of \$8.1 million—following three straight years of losses. Ten thousand dollars' worth of Yahoo purchased at 100 in 1996 would be worth \$1.68 million today. "Investors are treating the Internet as if it were the next television industry," says economist Lawrence White of New York University's Stern School of Business.

But is it really? Or are frenzied investors merely cruising for a bruising fall? "If there's ever been an example of a mania, this is it," says Hugh Johnson, chief investment officer of the First Albany brokerage firm. "There's a pretty exciting future for companies on the Internet. But these stock prices are irrational." Not that rationality has ever counted for much on Wall Street, which prefers hopes, dreams and whispers when it looks ahead. As venture capitalist J. Neil Weintraub puts it, "There is no reasonable way to value these companies." Still, professional analysts have to try. And few want to buck the trend: last week Donaldson, Lufkin Jenrette analysts raised their price target on Yahoo to \$250, posting another 25% gain within the next year.

The folks most easily seduced by such visions tend to be small investors, who often buy and sell online, sometimes many times a day. "The bulk of recent trades have been for well under 1,000 shares," says James Preissler, who follows the Internet for Paine Webber. And because there are still

relatively few shares of Internet stocks available to the public, such purchases can pack a hefty punch. That guarantees that any rise in the demand for a stock will have a sharp impact on its price. For example, much of the volatility of Amazon.com comes from the fact that less than half of the company's 49 million shares are actively traded. Founder Jeff Bezos controls 41%, and an additional 12% is in the hands of the venture-capital firm Kleiner Perkins Caufield and Byers.

These high, demand-driven prices become, in a sense, a self-fulfilling prophecy. So-called short sellers—speculators who borrow stock and then sell it in the expectation that its price will drop—have been furiously buying back shares in recent months to cut their losses as the stock goes up. But such panicky buying only serves to raise prices higher still. So do hopes that a FORTUNE 500 giant will pour big bucks into an Internet company. Disney did just that last month when it acquired a 43% stake in InfoSeek, the third largest Internet search engine, in a widely watched transaction that valued InfoSeek at more than \$1 billion.

Not all of today's hot Internet stocks will wind up winners, of course. Case in point: Netscape Communications, whose Navigator browser was the first commercial software to link computers to the World Wide Web. Netscape stock jumped from \$28 a share to \$87 when the company went public in 1995, but it sank to just \$15 earlier this year. (Netscape closed at \$36 last Friday in the wake of rumors that a behemoth like Time Warner might make a bid for the company. Time Warner denied that it planned to do so.) "There's a lot of momentum buying right now," says Alan Braverman, an Internet analyst for Credit Suisse First Boston. "People go to [Internet] chat rooms" to talk about stocks. "The stock goes up, and they buy more of it." That's great for titans of the Internet. But many small investors are likely to head for the electronic exits once the momentum stops. —With reporting by Daniel Eisenberg/  
New York

# POWER CAMP

## ALLEN & CO.

**WHEN HELD** Early July each year.

**FOUNDED** New York investment banker Herb Allen, who specializes in media deals, organized the conference in 1983.

**LOCATION** The Sun Valley Lodge in the lush mountains of Sun Valley, Idaho, a winter ski resort about 6,000 ft. above sea level and accessible most easily by gas-guzzling private jet.

**WHOM YOU'LL SEE** About 300 of Wall Street's and Hollywood's most powerful and famous (and about 100 of their glittery offspring). This year: Rupert Murdoch, Bill Gates, Warren Buffett, Andy Grove, Barry Diller, Michael Eisner, Diane Sawyer (a longtime friend of Allen's), John Malone, Geraldine Laybourne, Diane von Furstenberg and Jerry Levin.

**DRESS** Very casual. "Jeans are the dress of the day," says a spokesman. And an Armani T shirt perhaps.

**RECREATION** Hiking, fly-fishing, an annual raft trip, golf, tennis and hanging out are all popular, but the most pressing activity is dealmaking (and posing for the annual Annie Leibovitz photo).

The Disney/ABC merger originated after Eisner and Buffett met on a Sun Valley golf course. Any new deals at this year's conference? Stay tuned for the next few months.

**SEMINAR TOPICS** Mornings are for presentations on different companies and panel discussions. This year's presentations are on Nokia, America Online, Loral Space & Communications, Comcast and Disney, nbc, Coca-Cola and Microsoft.

**HOW TO GET INVITED** Be a company president, chairman or CEO at a multinational media concern. And plan to do lots of expensive deals in the near future.

## BILDERBERG

**WHEN HELD** Annually in late spring or early summer.

**FOUNDED** The conference was named after the hotel in Oosterbeek, a town in the Netherlands where the first conference took place under the chairmanship of Dutch Prince Bernhard in May 1954.

**LOCATION** Usually held in one of a succession of very posh hotels in North America and Europe. This year in June it was held at the Turnberry Hotel in Scotland, across the street from a top golf course.

**WHOM YOU'LL SEE** The guest list—which is released—is a *Who's Who* of global bigwigs. In 1998, for example, attendees included Henry Kissinger, Fiat chief Giovanni Agnelli, NATO's secretary-general Javier Solana Madariaga and Tory party leader William Hague. In 1991, Clinton, then Governor, attended when it was held in Washington. In 1990, Dan Quayle was there when it was held in Glen Cove, N.Y.

**DRESS** Smart casual. Wearing decorations is not required at dinner.

**RECREATION** Depends on the location. Given the guest list, anything that involves heavy perspiration is probably out of the question.

**SEMINAR TOPICS** Very likely the most interesting of international questions.

**HOW TO GET INVITED** Be a Rockefeller, an heir to the throne of a small European country, or else be an indispensable figure in global economic and political circles. Big bucks properly refined can help get you in.

## BOHEMIAN GROVE

**WHEN HELD** The last 17 days of July.

**FOUNDED** The Grove Encampment began in 1878 as a farewell party in Muir Woods, in Marin County, Calif., for an actor member of the private, all-male, San Francisco-based Bohemian Club.

**LOCATION** 2,700 pristine acres in the redwood forest of Sonoma County on the banks of the Russian River.

**WHOM YOU'LL SEE** Big-name politicians, business leaders, entertainers and other professionals with an interest in the arts. In 1992 former Presidents Reagan and Nixon attended, and virtually every Republican President in recent history has been a member. Other members (on a roster the club keeps secret) reportedly are Charlton Heston, Walter Cronkite, Alexander Haig.

**DRESS** Casual, although an opening-night ritual allegedly has high priests of the club wearing crimson robes.

**RECREATION** Boating, hiking, music and art, nature studies, skeet shooting, campfires, sing-alongs, drinking (supposedly there is a fabulous wine cellar stocked with 3,000 cases of the best wines) and, reportedly, a tradition of outdoor urinating. Also: no business allowed.

**SEMINAR TOPICS** Some educational programs and more than 100 entertainment events produced and performed by club members, including the annual *Grove Play*, an original musical that takes two years to prepare. The music may sometimes be forgettable; the reputed occasional nudity is not.

**HOW TO GET INVITED** You have to be a man, and officially you have to be a member of the Bohemian Club or a guest of one. Past members have included Mark Twain, Jack London, Oliver Wendell Holmes, Herbert Hoover and Earl Warren.



TOP SECRET Holland's Queen Beatrix en route to Bilderberg



**S** While you've been packing the RV for that cross-country drive with the in-laws, the world's power elite has been jetting off to more exclusive sleepovers. Last week Hollywood and Wall Street names trekked to Idaho for the Allen & Co. conference, one of a handful of camps at which ambition burns hotter than any campfire. Our guide:

**DAVOS**

**WHEN HELD** At the end of January or beginning of February.

**FOUNDED** The conference was inaugurated in 1971 by Klaus Schwab, 60, a German-born business professor and consummate networker, as an intimate gathering at which business leaders could chew over world problems as they rode chairlifts to some of the Alps' finest skiing.

**LOCATION** Davos is in the eastern Swiss canton of Graubünden, an overflowing but still charming agglutination of hotels and pensions.

**WHOM YOU'LL SEE** The recognizable and important, and the important but unrecognizable. Among the Davos '98 attendees were Kofi Annan, Anatoli Chubais, Bill Gates, Newt Gingrich, George Soros.

**DRESS** The whole kit: business suits for the seminars, skiwear for the slopes and formal gear for a Saturday soiree that stretches into the wee hours.

**RECREATION** Skiing, naturally. The eating is also good, but guests come to talk business too.

**SEMINAR TOPICS** This year Davos was a marathon of meetings on such topics as "Governing Globalization" and "Islam in the 21st Century." Hillary Clinton brought the house down with a determined and charming closing speech, delivered as Monica Lewinsky was exploding onto the Washington scene back in the U.S.

**HOW TO GET INVITED** Being a CEO or a media maven helps; otherwise, have your people call Klaus' people, and if you have an interesting C.V., you can probably make it onto the final list.

**FORSTMANN LITTLE**

**WHEN HELD** Annually, on a mid-September weekend beginning on Thursday night.

**FOUNDED** Teddy Forstmann, philanthropist and leveraged-buyout genius, and his partners at Forstmann Little & Co. began this get-together several years ago.

**LOCATION** Those guests who don't have homes in the area check into one of Aspen's two top hotels.

**WHOM YOU'LL SEE** Bob Dole, Scott McNealy, Linda Wachner, Harvey Golub, Steve Case, Lou Gerstner, Richard Meier, Dr. Ian Wilmut and Colin Powell.

**DRESS** Casual. Just casual.

**RECREATION** Golf with Jack Nicklaus; hiking, horseback riding and bike riding. In the evenings guests appreciate entertainers like Jay Leno, Willy Nelson and Linda Ronstadt. This year James Taylor will sing.

**SEMINAR TOPICS** Current business, political, scientific and technological issues. Charlie Rose will moderate this year's panels, which will include "Managing a Crisis"—a serious crisis like a war or a tragedy on Mount Everest—and a George Shultz survey of the world.

**HOW TO GET INVITED** If you are not the CEO of a huge and successful company, be the best at something significant or, if you can, buy a jet from Gulfstream, one of Forstmann's holdings. Those attending could as easily be somewhere else. They come because they have a good time.



PARANOID POWWOW *Intel's Grove cracks a smile at Davos*

**RENAISSANCE WEEKEND**

**WHEN HELD** Originally held at New Year's, now there are Thanksgiving, Presidents' Day, Labor Day and spring weekends.

**FOUNDED** Seventeen years ago, Phil Lader (the current U.S. ambassador to Britain) and his wife Linda were bored by the thought of a quiet Dec. 31 so they invited 60 families to spend New Year's discussing the big issues of the day.

**LOCATION** The New Year's weekend is always held at Hilton Head, S.C. The others are around the country, in places like Santa Fe, N.M., and Kiawah Island, S.C.

**WHOM YOU'LL SEE** "Artists and scientists, astronauts and Olympic athletes, Presidents and Pulitzer prizewinners, singers and authors," says Linda Lader.

**DRESS** There is no dress code, but everyone, except heads of state, must wear a name tag on which the first name appears in large print and the last in small.

**RECREATION** Guests are expected to join fitness sessions, oyster roasts and beach walks along the shores of Hilton Head.

**SEMINAR TOPICS** Everything from the arts to (predictably) politics. One popular seminar: "Something's Been Bugging Me."

**HOW TO GET INVITED**

If you're not a leader, a celebrity or a friend of the Laders, get to know someone they know. Linda Lader, who chooses the guests, says, "Some are friends, others are recommended. Then there are people we know about who we think are interesting."

**GETTING LOOSE** Clinton is a regular at the down-home Renaissance Weekend





# Is It More Than Boys Being Boys?

Two pop-psychology books offer parents help in handling their sons

By HARRIET BAROVICK

UNTIL KIP KINKEL OPENED FIRE ON his schoolmates in Springfield, Ore., in May, everyone thought he was just a regular kid. A little angry, maybe, with a gruesome sense of humor. Mostly, just a boy. But even before the frantic second-guessing over the tragedy began came two books to suggest that boys being boys—or what the world tries to make of boys—may have been a big part of the problem.

Michael Gurian, a Spokane, Wash., therapist and author of *A Fine Young Man*, and Harvard psychiatry professor William Pollack, author of *Real Boys: Rescuing Our Sons from the Myths of Boyhood*, argue that boys are in crisis from emotional undernourishment. Though our culture views them as testosterone-driven demons, boys are much more fragile than many adults realize. And that's about all they agree on; where they clash is on the origin of the difficulties and how to avert them.



**MALE CODE** Pollack argues that cultural stereotyping leaves many youths in gender straitjackets

Both grapple with a universal truth: boys have complicated relationships with their mothers. Pollack, who is alarmed by what he calls the "silent crisis" of "normal" boys, says we live in a confused society in which mothers are afraid to cling to their sons. On the one hand, we ask 1990s boys to be sensitive and expressive, and on the other, we saddle them with the culture's outdated notions of masculinity. The result is what Pollack calls the ever-present "boy code"—a stoic, uncommunicative, invulnerable stance that does not allow boys to be the warm, empathic human beings they are. The "gender straitjacketing" starts, Pollack says, during the early years, when boys suffer their first and most momentous trauma: premature separation from their well-meaning mothers. Fearful that maintaining a close connection will result in the shaming of their sons (name calling from peers, disapproval from adults), mothers disconnect, usually by the time their boys are five or six. When boys feel ashamed of their dependence on Mom, when they are discouraged from emotional expression, they withdraw, creatively and psychically. They become lost.

Not exactly, insists the anthropologically oriented Gurian, who focuses on adolescent boys—boys—who are just being who they are—are making a natural, and critical, separation. And by the way, moms cling too much. Boys are more independent than girls at ages 5 and 6. To suggest something is wrong with this is to "pathologize" boys. Indignant about society's ignorance of male biology, Gurian says we're basing our expectations on female models.

One of the biggest problems for boys in our culture, says Gurian, is that adults, especially female ones, need to be educated about "what a boy is." Evolved from hunter-



**IRON JOHNNIES** Gurian says boys are hardwired to love the rough and tumble of life but need attention from their family and community

gatherer primates whose main purpose survival, boys' uniquely fragile brains not equipped to handle emotive data in same way girls' are. So boys are by their nature emotionally insecure. At the same time their several daily surges of testosterone "hardwire" them to be dominant and pically aggressive and to solve problems quickly. It is the job of parents—in particular, fathers or male mentors—to help resolve this contradiction and channel natural attributes productively.

Gurian concedes that a solid relationship with Mom is important during infancy and early childhood. But by age 10 a boy raising should largely be a man's game where values such as honor, compassion and respect for women are headed down with discipline and understanding. The ability to talk about feelings, worth striving for, but boys don't come naturally. Besides, there are other, equally important ways of achieving intimacy.

So is there any agreement at all on how to help avert crises? Sort of. Both are gaging in action-oriented activity that lead to conversation instead of asking "How do you feel?" questions. But Pollack says mothers (and fathers) must encourage a range of emotions and generally "connected" to their sons. The results of a recent study of 150 Northeastern boys provided some of the material for his t

led him to conclude that boys will eagerly communicate in a supportive environment. Gurian's all for connection, but primarily in the form of male bonding—with coaches, teachers, scout leaders, friends. What boys need, he says, are clans. And rituals of some kind—from dinners with Mom to ball games with Dad—should happen regularly as part of a life in which parents stay in closer touch with their kids.

The problem with both books is that they tend to rely on an oversimplified view of boys and their caretakers. On the whole, do we really see boys, as both claim, as toxic? Are we really surprised by Pollack's declaration that boys feel? Is it indeed a "well-kept secret," as his study finds, that boys count girls among their closest friends? Most important, do most mothers really thrust their young sons out into the world unprotected? And if so, might they be doing the same with their girls? Oddly, the hard evidence for this key thesis is absent from Pollack's study and book.

As for Gurian, no matter what one believes about nature vs. nurture, it's hard to argue against the common-sense view that spending time with worthy male mentors is a good thing. But his eerie near dismissal of mothers gets in the way of his often sensible argument and devolves on occasion into a paranoia about a world dominated by manipulative women. He calls Gloria Steinem a "victim" feminist. Women, he says, do not see "how neglected their emotionally disadvantaged adolescent sons feel" as a result of women's lack of interest "in male biology and thus its forgetfulness of the subtleties of the male soul."

Nonetheless, what Gurian and Pollack both bitterly lament—and convincingly illustrate—is the peculiar pain, and the potential loneliness, of being a boy in America today. Especially acute are the adolescent years, when boys look hulking and powerful but are in fact needy and terrified. The statistics are scary: adolescent boys are five times as likely to commit suicide as adolescent girls; adolescent boys are 1.5 times as likely as girls to be victims of violent crime; boys are more likely to be diagnosed with attention deficit disorder and mental illnesses; and boys commit violent crime at a higher rate than adults.

Sure, Gurian says, boys can't process emotional trauma as well as girls can, and without proper guidance can go haywire. And Pollack, as expected, says misdirected rage is a response to emotional repression and to society's message that anger is an acceptable male emotion. The latter argument—like Pollack's overall idea—seems more expansive and more convincing. But either way, we clearly ought to be paying more attention. ■

## Dad Says Two Kids Make a Crowd

LEVIS PRESLEY WAS AN ONLY CHILD, ALSO LEONARDO DA VINCI, NANCY REAGAN, Robin Williams, Brooke Shields, Joe Montana, Jean-Paul Sartre, John Updike, Chelsea Clinton, Hans Christian Andersen... Environmentalist Bill McKibben provides this enigmatic list in *Maybe One*, the latest in a series of gloomy, worthy, admonitory volumes he began in 1989 with *The End of Nature*. The new book is an effort to persuade couples, maybe, to consider—the author is excruciatingly tactful—reducing the strain on the earth's resources by having only one child.

The subject is touchy, and McKibben goes on at length to show that only children are, on average, perfectly O.K., normal, not lonely and unsocialized, and even likely to do better in school, presumably because of more adult attention. He cites research, some of it a bit woozy-sounding, asserting that "only children show more interest in science, music, math and literature, while kids with siblings care more for... mechanical and technical work, skilled trades, and labor." Yeah, yeah, thinks the reader, concluding (as does McKibben, in fact) that only children are a lot like the rest of us. If your kid has no sibs, don't fret.

But do fret over McKibben's projections of population and resources. U.S. population growth is slowing, but at the current birth rate of just under two children

for each woman—a bit under replacement rate—the population will swell from its present 270 million to about 400 million before it levels off around 2050. That is a horde of people, too many for anyone who worries about future food and water supply, air quality and energy depletion (but not too many for contrarian scientists, energy-company spinmeisters and ideologues who rejoice that each new human being is a potential Mozart, or at least a potential customer, so the more the better).



THE PRACTITIONER Author McKibben had a vasectomy to demonstrate his commitment to having only one child

If half of U.S. couples had only one child, and the rest none, two or more, then, says McKibben, the population would plateau around 2020, and drop by 2050 to about 230 million, which was the figure two decades ago. McKibben says this plan would require cuts in immigration too. And it wouldn't save the world, but in McKibben's view it would give the nation some breathing space in what he sees as the cramped and critical next half-century. He cites familiar horrifying statistics: each year the nation paves over an area the size of Delaware; the average North American and his house and car emit 3.5 tons of carbon annually, 20 times the output of the average Costa Rican. Cut consumption instead of births? Hopeless; consumption "is deep in our bones, the way religion was deep in the bones of your average 14th century peasant."

McKibben can sound preachy; he and his wife agonized over having a child and decided to have just one ("the light of my life"), after which he had a vasectomy, which he describes at great length. Journalist Margaret Talbot, who erupted at this in the *New Republic* last week, is unconvinced by "population doomsayers" and rejects a "politically correct family size." Of the author, whom she describes as a "yuppie yogi," she says, "He is irritating not only because he is so wrong, but also because he is so sanctimonious." Irritating but driven by an impulse to keep us from crowding nature into extinction, leaving the world "a sadder, lonelier" place.

—By John Skow/New London

# TRANS ACROSS AMERICA

Watch out, Pat Buchanan. Ridiculed for years, "transgenders" are emerging as the newest group to demand equality

By JOHN CLOUD ST. LOUIS

**W**HEN JAMES MADISON WAS urging his young nation to refrain "from oppressing the minority," he was talking about "other sects," not other sexes. Shannon Ware, an engineer from St. Louis, Mo., who began life as Craig Ware but now lives as a woman, would grant that much. But since a high school civics teacher inspired her, she has clung to the belief that social change is possible, that America is elastic enough to accommodate all minority groups—even when the minority is as caricatured and misunderstood as hers.

Ware is "transgendered," which means her mental gender—her deepest awareness of her identity—doesn't correspond to the parts she was born with. Though she has become an activist in the past year or so, Ware struggled with these feelings for years. Now, at 45, she is happy with her inner and outward selves, the latter feminized with hormones and women's clothes. Ware isn't yet "transsexual," but she does plan to undergo what doctors call "sex-reassignment surgery" when she and her beau David can afford it; it will cost about as much as their new Nissan.

Since transsexuals burst on the scene in the 1950s, when a G.I. went from George to Christine Jorgensen, journalists have periodically revisited the subject in tones vary-

ing from the dryly medical to the hotly sensational. But today many forms of gender nonconformity have actually become mainstream. In the past five years, several movies, plays, tabloid shows and famous cross-dressers like RuPaul have moved drag from the fringes of gay culture to prime time. Even *Teletubbies*, a show for toddlers, features Tinky Winky, a boy who carries a red patent-leather purse.

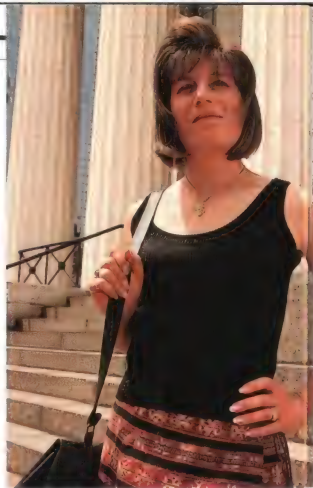
Less noticed, however, is that gender nonconformists have been working together, with some remarkable successes, to build a political movement. Their first step was to reclaim the power to name themselves: transgender is now the term most widely used, and it encompasses everyone from cross-dressers (those who dress in clothes of the opposite sex) to transsexuals (those who surgically "correct" their genitals to match their "real" gender).

No one knows how many transgendered people exist, but at least 25,000 Americans have undergone sex-reassignment surgery, and the dozen or so North American doctors who perform it have long waiting lists. Psychologists say "gender-identity disorder" occurs in at least 2% of children; they experience discomfort with their assigned gender and may experiment with gender roles. Some of these people turn out to be gay; most don't. The

overlapping permutations of gender and sexuality can get baffling, which is why transgender activist Riki Anne Wilchins simply declared "the end of gender" in her recent book, *Read My Lips*. Wilchins believes that male-female divisions force constructed social roles on all of us and create a class of the "gender oppressed"—not only transgenders but also feminine men, butch women, lesbians and gays, "intersexed" people (hermaphrodites) and even people with "alternative sexual practices." (Marv Albert, meet your leader.)

In the early '90s, transgenders started forming political groups, mostly street-level organizations, which picketed the American Psychiatric Association, for instance, for using the gender-identity-disorder diagnosis. Previously, transgenders appeared as figures in the early gay-liberation movement: it was cross-dressing men—their "hair in curls," as they chanted—who threw the first rocks in the 1969 Stonewall riots in New York City's Greenwich Village. But as the gay movement went mainstream, it jettisoned transgenders as too off-putting.

Transgenders faced practical obstacles to organizing themselves separately. Most couldn't simply dress as a member of the





**SHANNON WARE**  
 AGE 34  
 PROFESSION  
 Engineer  
 BIO  
 After years of abuse, Ware came out as transgendered to family and friends—and became an activist

**SHANNON MINTER**  
 AGE 37  
 PROFESSION  
 Lawyer, National Center for Lesbian Rights  
 BIO  
 After an internal debate, the center supported Minter's decision to live as a man

opposite sex without getting beaten or fired. Many felt pressured to undergo expensive genital and cosmetic operations, which doctors wouldn't perform unless the patients also underwent years of psychiatric treatment. After the surgery, some had to move to find a new job and start a new life. Political organizing was a luxury.

Today medical rules are getting more relaxed. Some transgenderers still elect to have full operations, but others (especially the young) express gender their own way, perhaps just with clothing or hormone treatments or with partial surgery. Increasingly, they simply refuse to discuss their private parts. "What's important is hate crimes and job discrimination," says Shannon Minter, a female-to-male transgender and civil rights lawyer. "Why does everyone want to talk about my genitals?"

Governments and employers are starting to listen. Although just one state, Minnesota, has a law protecting transgenderers from job and housing discrimination, cities all over the country (including San Francisco, of course, but also Seattle and, as of last year, Evanston, Ill.) have passed similar legislation. Recently the California assembly approved a bill to increase penalties

for those who commit crimes against transgenderers; the bill awaits senate approval.

Lawyers with the Transgender Law Conference have helped pass statutes in at least 17 states allowing transsexuals to change the sex designation on their birth certificate, which means their driver's license and passport can reflect reality. (One unintended consequence: legal marriages between people who have become the same sex.) In Missouri, the house judiciary committee met in March to discuss the state's first civil rights bill to include "sexual orientation"—defined to include gender "self-image or identity." Illinois and Pennsylvania considered similar bills. None passed, but "we were happy to get the issue out there," says activist Ware.

Many transgenderers are furious that the biggest gay lobbying group in the U.S., the Human Rights Campaign, opposes adding transgenderers to the Employment Nondiscrimination Act, a gay job-protection bill that has been pending in Congress since 1994. But the Campaign is coming around. Last year it helped arrange a meeting between transgender activists and Justice Department officials to discuss anti-trans violence (a 1997 survey of transgenderers found

that 60% had been assaulted). The Campaign is also lobbying for a bill that would give U.S. district attorneys the authority to handle state crimes involving bias against "real or perceived ... gender." Transgenderers have their own D.C. presence, Gender PAC. It sponsored its third Lobby Day on Capitol Hill in April, when more than 100 transgenderers met members of Congress. A state-focused group called It's Time America! has chapters in half the states. And of course, transgenderers are talking about staging a march on Washington—de rigueur for any minority going mainstream.

Businesses are paying attention. Computer firm Lucent Technologies has added "gender-identity characteristics or expression" to its equal-opportunity policy. The University of Iowa has similar language, and in February, Rutgers adopted more limited protections for "people who have changed or are in the process of changing" their sex. Last year Harvard allowed an incoming female-to-male freshman to live on a male dorm floor. Campus groups have asked the college to formally protect transgenderers, but Harvard being Harvard, the university is studying the issue. Transgenderers are pushing ahead in the courts as well. In a little-noticed but groundbreaking case last year, a Minnesota male-to-female transsexual won Social Security "widow's benefits" following her husband's death in 1995. The Social Security Administration declined to grant them at first but reversed itself after the woman appealed, with the A.C.L.U.'s help.

The most important victories are often won outside the public arena. A little over a year ago, Shannon Ware was the host of a constituent meet-and-greet for her state representative. Over coffee and snacks, Ware introduced Representative Patrick Dougherty, a moderate Democrat and devout Roman Catholic, to several transgenderers. He was set to consider legislation that would make it difficult for transsexuals to gain even partial custody of their children after a divorce. For Ware, it wasn't an academic issue. She was once married and has a daughter, Elizabeth. Though the 13-year-old and her mom have been "totally cool" about her transition from Craig to Shannon, Ware knew others weren't as lucky as she was. Another Missourian, Sharon (né Daniel), has fought her ex-wife for six years for the right simply to visit her two boys.

The low-key meeting at Ware's house worked. Dougherty listened as she and several others told their stories. Some had lost jobs, some had been rejected by family, all felt battered by a society that insists that biology is destiny. Dougherty left seeing no reason to attack these folks with a new law. A few days later, he quietly let the legislation die in his committee. ■

# BUZZ BUZZ BUZZ

**Tina Brown gets the whole town talking once again, as she makes a surprise exit from the *New Yorker* and enters the brave new world where journalism and Hollywood meet**

By BRUCE HANDY

IT ISN'T OFTEN ONE HAS THE CHANCE to sit in a room and be spun by not just one, not just two, but three masters of the promotional arts. Then again, it isn't every day that a major "new media venture" is announced. Well, actually, it is every day that a major new media venture is announced, or so it seems anyway.

The real news last week was that Tina Brown, editor of the *New Yorker*, had stopped the media world dead in its tracks with the announcement that she would be quitting the most prestigious job in magazines for a promising but also somewhat vague-sounding enterprise. Whatever its actual merits, in a world in which even Linda Tripp feels she needs a spokesperson, marketing is everything—a point Brown has often made herself. And whatever one thinks of the 44-year-old Briton's tenure at the *New Yorker*, she is indisputably the greatest buzz generator in the history of American publishing, author of the notion that a magazine must be talked about and not just read. Her new partner is himself no slouch in this regard: Harvey Weinstein, co-chairman of Miramax Films, whose gift for salesmanship has helped generate 110 Academy Award nominations and 30 actu-

al Oscars over the past decade for his company's generally ambitious movies (which include the likes of *The Piano*, *Pulp Fiction* and *Good Will Hunting*, as well as *Scream*). The third member of what Weinstein refers to, perhaps inevitably, as "the Three Musketeers" is Ronald A. Galotti, the "blockbuster publisher of *Vogue*" (Brown's words) and before that Brown's colleague as publisher of *Vanity Fair*, site of her previous editorship (both magazines are part of the Condé Nast group, owned by S.I. Newhouse Jr., who also owns the *New Yorker*). Though he cuts a lower media profile than his colleagues, Galotti is known to cognoscenti as the model for "Mr. Big" in the *New York Observer's* now discontinued "Sex and the City" column.

Clearly these are capable people. If all goes according to plan, their new media venture will produce television shows and publish books, and also create a new general-interest magazine in the hope that its articles will provide the germs for new films, some of which Brown and Galotti may also produce. "You don't have to be a genius to look at this project and understand how successful it's going to be," Galotti explains. Many observers agree that the move is a bold and brilliant one: a few see it as odd and maybe even foolish: Brown is either a visionary or months away

from being just another Hollywood Jane with a development deal. Some see the new venture as the ultimate consummation of journalism's fascination with celebrity and glamour, of the notion that the news should be at least as entertaining as, say, a mediocre cartoon show. Even in a world where many news outlets are comparative backwaters amid larger, entertainment-oriented companies (like this magazine's parent, Time Warner), it is hard not to wonder whether some new threshold has been crossed. And if anyone is interested in turning this article into a





## POWER TIES

Miramax's Weinstein, *Vogue's* Galotti and Brown hope they enjoy the last laugh too



movie—Should I beef up the Galotti bits for George Clooney?—please don't hesitate to call our publicity department.

These were the sorts of thoughts one had while sitting with Brown, Weinstein and Galotti last Thursday afternoon in the midtown Manhattan hotel room where they had been holed up taking phone calls and giving interviews since announcing their new venture the day before. With assistants and publicity folk fluttering about like bridal attendants, one had the feeling of being at the white-hot center of the world. If there is to be a culture clash between Brown and

Galotti—both used to the bottomless largesse and stylish cool of Condé Nast—and the more profane, tightfisted world of Miramax, it was not yet apparent. Indeed, as words and phrases like “synergy,” “21st century” and “content is king” flew about, all three principals seemed as energized by one another as by the prospects for their partnership. Imagine the giddy, self-important friendships of high school, then imagine a high school in which the upperclassmen are Barry Diller and Michael Eisner, and you will begin to get the picture.

Brown (seemingly not annoyed by the

fog of Weinstein's cigar and cigarette smoke): “As soon as the three of us sat around a table, this thing became *real real real*. I think we all felt we were on to a winner.”

Galotti: “It kind of reminded me of that scene in *Close Encounters* where the computers start to realize they can actually talk.”

Weinstein (a bit later): “I can tell you some of the top companies in America are saying, ‘How can we get involved in this?’”

And so on. The venture really began two years ago when Weinstein asked permission from his overseers at Disney, which owns Miramax, to fund a new magazine, a long-

time goal of his. Weinstein was already a friend and fan of Brown's, and when he read last month that her contract with the *New Yorker* was due to expire on July 1, he approached her with an offer. More than a year ago, according to Disney chairman and CEO Michael Eisner, he and Brown—they too are good friends—had begun having general discussions about her joining the company in some capacity. The Miramax deal, Eisner explains, "is the culmination of two separate conversations."

For her part, Brown has been having a tough, unhappy year at the *New Yorker*. She has long suffered the invective of traditionalists who feel she has perverted the tony magazine started by Harold Ross in 1925. More recently, media reports have focused on the fact that the magazine, which had been unprofitable pretty much since Newhouse bought it in 1985, still loses money despite the increase in readership and media attention Brown had brought it. "I can't imagine a more abysmal failure than to sell the soul of a magazine and then lose money in the process," says Garrison Keillor, a former contributor who famously left as soon as Brown took over. "A couple of years of meetings at Miramax will be good penance."

To be fair, the magazine is losing less money than it did a few years ago, and Brown has been ill served by blunders and feuding on the business side. In May she was given only a day's notice when a new publisher was brought in; furthermore, it was announced that the magazine's traditional independence was being curtailed and that it would be formally brought under Condé Nast's control, a move Brown opposed and one that meant she would have to deal directly with the company's bombastic president and CEO, Steve Florio.

Then two weeks ago, her mother died of cancer—which she would later say brought "clarity" to her thinking about her future. Still, almost no one inside or outside the *New Yorker* expected her not to re-up, even as her contract expired. Her teary



### TALENT

Brown continued the magazine's tradition of excellence by adding writers such as Henry Louis Gates Jr., above, David Remnick, Kurt Andersen, Jeffrey Toobin and Martin Amis (on tennis)



### ON THE NEWS

The once insular magazine's own rhythms now lunged for topical. This best-selling *Di* issue came out days after h

### CONTROVERSY

Covers often aimed for the gut—either with wit or leaden obviousness. This Art Spiegelman cover drew heat; so did one showing the Easter Bunny crucified on a tax form



ANNIE LEBROVITZ



### VULGARITY?

Brown's *New Yorker* explored novel areas of celebrity, sex and photogrd dominatrix, above; Kato Kaelin, left

announcement to her staff members that she was moving on left many of them depressed and uneasy about the magazine's future. One editor offered what may be the ultimate tribute to the solemnity of the moment: "I didn't hear anything snide today." Handicapping the odds on who the next editor might be, while gently dropping one's own name into the mix, quickly became Manhattan's favorite parlor game.

Would anything have kept Brown the *New Yorker*? "Not once Harvey mentioned ownership," she says. "I was looking for another 'job.' I really was: The *New Yorker* as a job is the best job American journalism. But [the deal v Miramax] was a whole other ball game."

Brown and Galotti will enjoy participation to start with, which will eventually turn into equity stakes. The part

# AND THE MOGUL



and weren't expressly conceived to funnel ideas to Warner Bros.—Brown interjects that the proof of integrity will ultimately lie, as it should, with the magazine itself. "There is a kind of whiff of corruption that comes off an unpure magazine. It's like that empathic communication between dolphins—you don't have to speak about it."

The premise that journalism provides good fodder for movies is not an altogether well-tested one. There have been some notable examples, from *Saturday Night Fever* and *Urban Cowboy* to, more recently, *Con Air* and *The Peacemaker*. In fact, optioning magazine and newspaper articles has been a growing trend in Hollywood the past few years. Susan Lyne, a former executive editor of *Premiere* who pursued magazine-based movie projects for Disney and now works for ABC, cites economics: "You're no longer able to buy high-end books for under seven figures, while magazine options for the most part are still five-figure purchases. And a 10,000-word magazine article is often more than enough source material for a two-hour movie; in some cases, they're arguably better than 800-page books, which are harder to cut down." Nonetheless, a recent *Variety* study pointed out that of 146 major studio releases last year, only three were based on articles, although this may be due to a lag in the development cycle.

At any rate, with no concrete plans to speak of, what we are left with is the glittering promise of yet another supergroup. This used to be the province of rock stars; now it belongs to disgruntled media executives. Whether the Brown-Galotti-Weinstein alliance will prove to be another Dream-Works, which seems to be working out O.K., or a misguided marriage, like Mike Ovitz being shoehorned into Disney, remains to be seen. Only the sizzle, the sell, is certain. As a reporter prepares to turn off his tape recorder, the interview over, Weinstein can't help but remind him, "You've got some humdrum stuff there." —With reporting by Charlotte Faltermayer and Andrea Sachs/New York and Jeffrey Ressler/Los Angeles



## THE CRYING GAME

One of Miramax's early hits was helped by a brilliant publicity campaign built around not giving away the big twist



## PRIEST

Boycotts greeted this 1994 film about homosexual clergymen



## SCREAM

Moving beyond the art house, the company tapped the teen market with its hugely popular 1996 slasher flick



## PULP FICTION

Quentin Tarantino's postmodern 1994 noir put Weinstein into the big leagues with his first \$100 million hit



## THE ENGLISH PATIENT

In the so-called Year of the Indies, this epic weepie won the Best Picture Oscar for 1996. By this time, however, Miramax was part of the Disney empire (and the movie an acquisition from Fox)

ship will produce journalistic specials of some sort for ABC (also owned by Disney) that will feature Brown doing interviews. Beyond that, details are sketchy, perhaps even to the principals themselves. But Weinstein makes the whole thing sound easy: "The idea is to marry the two cultures together and say, 'This is a brilliant story that takes place in England; we'll give that to Anthony Minghella [director of *The English Patient*]. This is something that's feminist and sexy; that sounds like Jane Campion [*The Piano*].' Ahh. Why didn't Jeffrey Katzenberg think of that?"

Ask Brown to describe the as-yet-un-

named magazine and she responds, "It's going to be topical, contemporary, high-quality, provocative." How that will be different from the *New Yorker* or *Vanity Fair* (or any number of other magazines) remains unclear. For his part, Weinstein says that despite his reputation as a control freak (filmmakers have nicknamed him Harvey Scissorhands), the new magazine won't have any more trouble from him than TIME and (Time Inc.-owned) ENTERTAINMENT WEEKLY get from their corporate cousin, Warner Bros. co-chairman Terry Semel. When a reporter notes that those magazines don't report to Semel-

# WHAT PRICE GLORY?

Under Tina Brown, the *New Yorker* was sharp, rude and timely. How come it couldn't make money?

By RICHARD LACAYO

**U**NDER THE ROUND, SILENT SHADOW of William Shawn, editor in chief for 35 years, the *New Yorker* was urbane, literate and indifferent to the philistines. In short, it was intelligent. But by the time Shawn stepped down in 1987, two years after the magazine was purchased by media billionaire S.I. Newhouse, a good many of its pages were also subdued to the point of immobile. It was an atmosphere that Shawn's successor, Robert Gottlieb, did not do much to relieve. When Newhouse moved Tina Brown into the editor's job in 1992, it was for the plain purpose of making noise in the sanctuary.

Brown quickly refashioned the *New Yorker* in her own image—brainy, Anglophilic, profane and more than a little starstruck—which was probably a good match for most of the readers she was after. As former editor of *Vanity Fair*, she was schooled in the ways of Condé Nast Publications, the Newhouse family's high-cluster group of magazines, which also include *Vogue* and *GQ*. She also understood that the *New Yorker* was different. Watching her try to blend the sacred and profane was one of the great journalistic pastimes of recent years. Her brain was a table-of-contents mosh pit: a place where a literary memoir mixed with a dispatch from Hollywood, followed by another from Paris—Adam Gopnik on French health clubs, for instance; then some Washington pages in which, say, Al Gore was pried open by Joe Klein; plus a hair-raising investigative piece on some wiggly strain of hepatitis; a dry, subtle poem by Louise Glück; and a very readable short story—ideally one with a good shot of sex or a British name attached.

Granted, she put it all together in the service of buzz, the all-important chatter of readers, especially the ones in the New York-West Coast-Washington circuit. Yet Brown preserved in every issue

a large core of thoughtful material. She brought on some conspicuously gifted writers, including David Remnick, Henry Louis Gates Jr., Anthony Lane and Steve Martin (yes, that Steve Martin). And the photographs that caused so much uproar when she first dropped them in, those big gray boulders of portraiture, hit the pages like dark meteors. Attention must be paid.

She also made the magazine unblinking about sex. Don't tell the Disney people now colonizing 42nd Street (the ones for whom Brown will soon be working), but that's New York, the city of bright, cogitating mammals. In some respects the sex also made the magazine more genuinely literary. It introduced the same erotic preoccupations and four-letter words that serious books had discovered decades ago. It may have helped that they were placed within a *New Yorker* that never took its eyes off London. British topics and bylines were everywhere. One of the most clucked-over

pieces in any recent issue, a profile of a dominatrix, was the work of a distinguished British resident, Paul Theroux. Maybe sex just seems more estimable in English surroundings.

But in its very obsession

with glamour and celebrity, Brown's magazine was also surprisingly square. The old *New Yorker* prided itself on resisting hype. Brown, whose mother was once Laurence Olivier's press agent, loves the Next Big Thing without reservation. Her *New Yorker* took a place at the overcrowded table of weeklies and monthlies already chewing over the same movies and celebrities and titans of industry.

All the same, Tina Brown got the thing talked about. Newsstand sales doubled during her years there. The trouble was that ad revenue didn't follow. In 1984, the year before Newhouse bought the *New Yorker* for \$168 million, the magazine earned a modest but respectable \$8 million. Circulation has climbed from 500,000 to more than 800,000 since then. But according to press reports, including a coolly murderous dissection in *FORTUNE* (owned by Time Inc.), Condé Nast (which is privately held, and so does not report its numbers) has lost around \$175 million on the *New Yorker* since Newhouse took it on.

"The thing that's so distressing about this is, if Tina Brown can't make the *New Yorker* work, who can?" says Charles McGrath, editor of the *New York Times* Book Review. Is the red ink proof that there's no place in this world for a large-circulation magazine with a literary dimension? Even one that drops its pants? Or does it just mean that Condé Nast marketers didn't know what to do with their hot book? A lot of magazine industry analysts fault an ad-sales strategy that worked this way: boost circulation with rock-bottom subscriptions, then charge advertisers higher rates. But the jump in ad rates drove out some of the smaller advertisers that once filled the *New Yorker's* pages. And it hastened the migration of many advertisers to more specialized publications—magazines devoted to fashion, interior design, cigars, movies—where their ads could be targeted more directly to the readers likely to be interested in their products.

To make a long story short—something Tina Brown did often at the *New Yorker*—the magazine, which used to have an independent life within the Newhouse empire, is now to be absorbed within it, its ads sold alongside those of *Vogue* and *Glamour*. "The editor's job is to create a brilliant magazine," Brown said last week. "It's the publisher's job to sell advertising." The short story: I make the buzz; you make the bucks. —With reporting by

Harriet Barovick/New York



## How Jane sees her dog, Sam.

*Big, brown, pleading eyes*

*Like little beggar of treats*

*A hungry boy*

*A friend who deserves  
extra rewards*

*A pal who takes  
my best stew*

## How Jane's veterinarian sees Sam.

*Potential heart problems*

*Potential respiratory problems*

*Skeletal stress*

*Gastrointestinal  
disorders*

*A dog who needs  
Fit & Trim*

Many owners don't see their dog as heavy, but in truth nearly 60% of adult dogs are overweight, or are likely to get that way due to their age or activity level. You can help your dog manage his weight with Purina's Fit & Trim. It provides 100% complete and balanced nutrition for adult dogs, with 15% fewer calories, 30% less fat and 33% less salt than the leading dry dog food—and a taste dogs love. Plus, Fit & Trim features Ulti-Pro®, Purina's enhanced protein system. For more information, visit our web site ([www.purina.com](http://www.purina.com)). Remember, as veterinarians will tell you, heavy isn't healthy.



**Heavy Isn't Healthy.**  
*Veterinarians Recommend Fit & Trim.*



# ROCK STAR



## Comic **CHRIS ROCK** is gonna tell the truth. And there's nothing you, Bill Clinton or Marion Barry can do about it but sit back and enjoy it

By **CHRISTOPHER JOHN FARLEY**

**S**TART WITH THE PAIN. 'CAUSE WE ALL know pain is what makes things funny. So start with the hurt, back when comic-actor-author-ad pitchman Chris Rock was lil' Chris from Bed-Stuy, just another black kid from a poor black neighborhood bused to another poor section of New York City because the school there was mostly white. Go back to the white kids spitting on him, week after week, calling him n\_\_\_ this, n\_\_\_ that, picking fights. And poor white kids, he says, are tough. They're not like your suburbanized white kids; they got all this frustration and anger 'cause they're white, for crying out loud, and they're living in America, and they're living as bad as Negroes, for God's sake; so there's no way they're gonna let a scrawny, bused-in black kid from Bed-Stuy have a moment's worth of happiness. "Can you believe Andrew Dice Clay once went to my school?" Rock says, remembering. "He was way older, but that was the kind of student the place produced." He sighs. "That was my roughest time."

There's the pain. Years later, when Rock was 25 years old and on the stand-up circuit, he turned the experience into a punch line. "Ain't nothing more horrifying than a bunch of poor white people," Rock joked in his act. "They blame n\_\_\_ for everything ... 'Space shuttle blew up! Them damn n\_\_\_, that's what it was!'"

Chris Rock isn't just getting the last laugh, he's getting the biggest laugh, the gettin'-paid laugh. Maybe he had to get whipped upside the head by some sixth-grader to get here, maybe he had to play a bellhop in *Beverly Hills Ninja*, but he has arrived and is on Hollywood's hot list.

The 32-year-old comic-actor is currently co-starring in *Lethal Weapon 4*, the latest installment of the cop-action franchise. He nearly steals the show as the voice of a guinea pig in Eddie Murphy's hit comedy *Dr. Dolittle*. Rock is co-starring in a comedy-fantasy due out early next year called *Dogma*, which also stars buzzed-about actors Matt Damon and Ben Affleck and is directed by hot indie filmmaker Kevin Smith (*Chasing Amy*). On Aug. 21, Rock begins a new season of his critically lauded, superhip HBO talk show, *The Chris Rock Show*. And Rock recently finalized a deal with HBO to develop new specials and series for the cable

channel. "HBO has been known for breaking top comedians, and Chris is the most important to come along in a long time," says Chris Albrecht, president of original programming for HBO. "He's a guy who can get away with being honest in a way that few people can."

Only in show biz would you have to get away with being honest. Rock's been getting away with it for years. He started at age 18 at the New York City comedy club Comic Strip Live. Owner Richard Tienken says Rock's act was raw at first: hooker tells man she'll do anything for \$300. Man answers, Paint my house, b\_\_\_! But then, hanging around the club, Rock began to see comics like Eddie Murphy (an early Rock booster) and George Carlin at work. Rock's own act got smarter, bolder, and in 1990 he landed a job on *Saturday Night Live*. "At the time that Chris was coming up, the *Def Comedy Jam* style became the dominant African-American style of comedy," says *SNL* executive producer Lorne Michaels. "The shock there was in the language. But Chris was going with the shock of ideas."

People called Rock the next Eddie Murphy at the start of his *SNL* tenure; by the end, three years later, they were just calling out "Next!" Conan O'Brien, host of his own hip talk show, *Late Night with Conan O'Brien*, was an *SNL* writer when Rock was hired. "He was not really in his element," says O'Brien. "He did some funny stuff on the show, but he was operating at 48% efficiency. He hadn't found his voice."

So Rock went looking for it. In 1993 he quit *SNL* to join the predominantly black sketch show *In Living Color*. In 1994 *Color* was canceled. "I guess I was washed up," says Rock. In the end a new home helped save him. "People ask me how the change in my career came about. Was it getting married [to Malaak in 1996]? Was it this, was it that?" Rock says. "When I bought a house I needed more money. So I had to work twice as hard. And in the work on the road, I got better." Rock's 1996 HBO special *Bring the Pain* was his coming-out party.

Onstage today, he is confident, in control—just like M.J., taking the ball up court. His voice is deeper, more forceful than it has been, gruff at times—like Jesse when he's feeling it. Rock is fearless, making fun of Marion Barry before a black crowd in Washington. "Marion Barry at the Million Man March," he cracks. "You know what that means? That means even at our finest hour, we had a crackhead onstage!"

"The biggest thing that separates Chris

# KING OF ALL MEDIA

Rock is on a roll with a variety of new projects out or currently in the works:



**BOOKS**  
His comic riffs on current events became a best seller



**ADS**  
Providing the voice for L'Oréal's Penny in the Nike commercial is just one of his ad gigs



**CDS**  
A comedy-album version of his act came out in 1997; another is in the works



**TELEVISION**  
His weekly HBO talk show resumes in August; he also has a new deal to develop specials and series



**MOVIES**  
Currently in two summer flicks, he is also writing a film with sometime Woody Allen collaborator Marshall Brickman

from a lot of comedians out there is that a lot of people, especially in the '90s, get by on attitude," says O'Brien. "Chris's stuff is always smart. He's thought out his jokes. There's no substitute for that."

Give Rock an opening, and he'll start to riff. Take the subject of President Clinton. "He's our first broke President," says Rock. "Most of my problems stem from being broke. Even the whole Monica Lewinsky thing. Most Presidents have money—like Bush. Rich men have other people to do their s... that are loyal to them. Clinton's not rich so he's got like Secret Service and state troopers doing stuff for him. He's trusting them. But the only thing you can trust is the dollar."

No matter how tough Rock talks, no matter how wild his riffs, he exudes likability. This makes him valuable in Hollywood. Joel Silver, one of the producers of *Lethal Weapon 4*, says Rock "has some of the same qualities as Tom Hanks. He has a warmth and an accessibility."

Still, Rock doesn't get all the scripts he wants. He says the filmmakers behind the comedy *There's Something About*

*Mary* wouldn't even meet with him to consider him for a part. (Rock says a nonblack female lead had already been cast and the filmmakers "didn't want to go black" for any of her suitors.)

Last year Rock met with Miramax executives, who offered him *Ride*—a movie that is essentially about a bunch of rappers on a bus. "I thought, 'Man, I'm at Miramax and they offer me this crap,'" says Rock. "Didn't they make *The English Patient* here?" Miramax later arranged a meeting with Kevin Smith, who cast Rock in *Dogma*. In that film, Rock plays Rufus, Jesus' 13th apostle, who was written out of history because he dared to reveal that the Savior was actually black. "Chris turns in a true performance in this movie—it's not just a series of one-liners," says Smith. "I think people will walk away from this movie saying, 'God-damn, he's an actor.'"

Rock plans to stick to comedies for now. "To me, Jim Carrey's most impressive work is *Dumb & Dumber*," Rock says. "It's society's ignorance about how hard comedy is that people go, 'Now he's

really doing something in *The Truman Show*.' There are 30 guys in Hollywood who could do *Truman*. There's only one guy who could do *Dumb & Dumber*."

For Rock, pain has turned to pleasure. He smiles as he recalls a day not too long ago when he was walking around a studio lot in Hollywood and ran into Will Smith. And then he ran into Chris Tucker. And then he looked in the papers and saw that *Dr. Dolittle* was the No. 1 film. "It's a good time to be a young, black comedian," says Rock, who is looking for a film to do with Tucker. "Of course, that's easy for me to say because I'm one of the people working."

Rock wants to make it easier for the next generation: he's helping launch the *Howard Lampoon*, a humor magazine that will be based at the historically black college and modeled after the *Harvard Lampoon*. "If someone would have given me all this when I was on *SNL*, I would have blown it," says Rock. "I was totally undisciplined. I pretty much have a handle on things now. No matter how good you are, you have to work hard—or you'll only be as funny as the next guy." ■

## Alas, the Movie Misfires

IT'S THE RELATIONSHIP, STUPID. WE'VE ALWAYS ACCEPTED the fact that it would be intensified from time to time by the interruptions of various noisy MacGuffins—wacky car chases, imploding and exploding urban structures, the odd psychopath or two. But what we liked was solid, stolid Roger Murtaugh (Danny Glover) trying to cope with the erratic behavior of his partner, Martin Riggs (Mel Gibson), who didn't much care whether he lived or died and therefore courted death with alarming candor.

The trouble is that over the past decade Martin has undergone a healing process:

Rock joins *Lethal* veterans Glover, left, and Gibson, right



from half-mad he dwindled first to charming eccentricity and now, in *Lethal Weapon 4*, he's just another guy with a commitment problem. In short, he's no longer an interesting problem for Murtaugh or even for Rene Russo's Lorna, the lady patiently waiting for his wedding ring.

Joe Pesci works his scuzzy Leo Getz character hard to take up the slack, but he's oldish news by now—and so are the film's action sequences, all frantic variations by director Richard Donner on gags we've seen before. New news: Chris Rock works harder than anyone else trying to get

laughs as a young detective helping the old pros pursue a gang that's smuggling illegal aliens into the country, but he's caught red-handed trying to steal the picture. Get some sneakers, kid. And try whispering.

—By Richard Schickel

# "Earth Shakers."



*"Sprint's international calling plan helps my team build our jingle business overseas."*

-Julie Sizemore  
Thompson Creative  
Dallas, TX

## Introducing SPRINT'S SMALL BUSINESS

### PERFORMANCE PLEDGE

We pledge to work with you to solve your business challenges using the right mix of products and proven tools from recognized experts to help you excel in critical areas such as:

Ensuring Customer Satisfaction  
Increasing Your Sales  
Improving Employee Effectiveness

With flexible international calling plans, Sprint helped Julie and her co-workers be more effective.

What's more, we provide a wide range of valuable business tools and advice to help you in:

- **Developing human resources**
- **Improving efficiency on the road**
- **Expanding your business internationally**

...and a whole lot more. Because Sprint not only understands your challenges, but can actually tailor a plan to help grow your business. So put our Small Business Performance Pledge behind you. Call today.

Add to that, *Fridays Free*<sup>®</sup>, local toll<sup>®</sup> and toll-free and you too, can have a formula for success.

1-800-827-4700 [www.sprint.com/pledge/](http://www.sprint.com/pledge/)



*We help your business do more business<sup>™</sup>*

\*For \$30 monthly commitment level, minimum of \$50 required on days other than Fridays. Customers who do not meet the minimum requirement will be billed the difference to equal the minimum. Maximum of \$0.70 a line local fee and long distance calling on Fridays per month per customer. For \$20, \$30, \$75 and \$1,000 monthly commitment levels, maximum of \$1,000 free usage. For \$4,000 monthly commitment level, maximum of \$2,000 free usage. Offer good for up to 110 consecutive Fridays total. Excludes SprintAir<sup>™</sup> and Sprint CarShare<sup>™</sup> Line<sup>™</sup> services. Certain restrictions apply. Consult plans and commitment site only. Limited time offer. Not valid with any other offer. Promotion subject to change.  
<sup>®</sup>Local toll service from Sprint may require dialing an access code in certain areas. ©1998 Sprint Communications Company, L.P.

# TELETUBBIES REVEALED

By ELIZABETH GLEICK TELETUBBYLAND

**I**N THE IMMORTAL WORDS OF KERMIT the Frog, it's not easy being green. But Kermit doesn't know what hard is: it is much, much more difficult to be a Teletubby. This is a fact that you are not likely to hear from the mouth of a Tubby; in fact, the actors—yes, those are real actors inside those bright, baby-shaped alien outfits—are contractually forbidden to talk to their adoring public. "My favorite color is green," says Dipsy, played by John Simmit, rolling his eyes. "That's all I'm allowed to say." And if the Teletubby creators had their way, we might not even know that much. Why the secrecy? "We don't want to destroy the magic," people involved with the show explain again and again, obviously infected by that numbing, Teletubby-like repetition that mesmerizes children. Or, as the show's co-creator Anne Wood says, "We want to preserve the whole reality of the Teletubbies."

Reality is not exactly the first word that springs to mind when thinking of Tinky Winky, Dipsy, Laa-Laa and Po. The first television show explicitly designed for the one- to two-year-old set, it centers on the comical activities of four fuzzy creatures who speak in baby talk, eat Tubby Custard ("Tubby Tustard!"), share "big hugs" and have TV antennas on their heads and TV screens on their stomachs that transmit short film clips showing real children. In other words, this is a TV show about infants, for infants, that extols the wonders of, among other things, television. So what? say kids'-TV veteran Wood, 60, and co-creator Andrew Davenport, 33, a trained speech therapist

**THE CREATORS** Andrew Davenport and Anne Wood, on Home Hill, work hard to preserve that Teletubby "magic"

## ANATOMY OF A VERY ODD LOOK

### His Favorite Thing

The way the original Tinky Winky carried his tote-bag-size red purse reportedly made him a gay icon in Britain

### Telly Tummies

The screens on their stomachs are made of gray fabric; the film clips—are added during editing

### Sooooooo Big

Tinky Winky, the tallest Teletubby, hovers around 10 ft. high

### Warm and Fuzzy

Glow-in-the-dark outfits are styled in a special high-tech fabric: made by only one company



TINKY WINKY

DIPSY

and former performance artist: they insist that Teletubbies helps children acquire language skills. "Children are able to make their own meaning from it," says Wood. "We don't have an adult on there telling them what to think."

Of course, since the target audience does not yet speak, we don't know what they do think—but kids plainly love Teletubbies. About 2 million people in Britain have watched it

daily since its launch last year; it has been sold to 22 countries; and since premiering on PBS in April, it has swiftly landed alongside Barney and Sesame Street in the top five of the system's kids' shows.

Occasional British-style tabloid feeding frenzies and endless controversy over its educational merit have left the folks in Teletubbyland—actually six acres of farmland outside Stratford-upon-Avon—more than a little press-shy. But TIME was recently permitted a rare look at the filming of two sure-to-be-classic episodes: "Don't Pull That Lever, Dipsy" and "Laa-Laa Has an Orange Ball." As Tubby body parts roll by in wheelbarrows and crew members carefully place live rabbits and racks of fake flowers on the Day-Clo green Home Hill, Davenport cautions, "There's a lot of intervention that happens before it reaches the screen. It's speeded up; it's colored





# REVEALED

Eh-oh! Over the hills and far away is a truly surreal place where Tinky Winky, Dipsy, Laa-Laa and Po play



#### Home Hill

The six-acre Tubby compound, rented from a pea and wheat farmer, cost millions to build

#### Perfect Turf

That bright green grass may be real, but the flowers, on wire racks, are fake and must be moved about for every shot

#### Gasping for Air

The actors see and breathe through the mouth holes; heads must come off every 10 minutes—or else

#### Getting a Grip

Cables run down the arms and into the hands of the actors, enabling them to operate their eyes and mouth

#### Her Favorite Thing

"Little" Po, 6 ft. 6 in., loves her scooter—no doubt coming to a toy store near you

sometimes, the characters are cut to make it look as though they keep their heads on for more than 10 minutes."

Ten minutes? The Teletubbies should be so lucky. A casual stroll through the grounds will usually turn up at least one sweaty Tubby slumped over his tea or reclining in a Tubby bed inside the Tubbytronic Superdome, their spaceship-like home. Though onscreen the Fab Four appear to be a baby-friendly size, in "person" they are gargantuan, bigger than Barney, bigger even than Big Bird. Po, the smallest, is 6 ft. 6 in., while Tinky Winky looms around 10 ft. tall. This makes for a costume that weighs more than 30 lbs. And if the performers, who see and breathe through the mouth holes, keep their heads on too long, there is a danger of carbon-dioxide buildup. Surely a better head could be designed?

"The artists can cope with it the way it is," says production manager Nick Kirkpatrick.

Just barely. During the climactic scene in "Laa-Laa Has an Orange Ball," Laa-Laa (played by Nikky Smedley) doodles along singing her little song, "La la la la." Upon spying an enormous orange ball, she halts in astonishment, picks it up, bounces it a few times, then throws it into the air Mary Tyler Moore-style. The sequence takes maybe 30 sec., but the moment Laa-Laa finishes, someone cries "Heads off!" and a stool is thrust under her while her dresser races over to whip the yellow head off, revealing the petite Smedley sweating and gasping as though she has run a marathon. "Doing the voices, that's good fun," Smedley says, as an unamused publicist hovers. "The costume bit is quite hard." She gulps some water. "We have physiotherapy every week. *Thank God.*" So is this a good job? Says a staff

#### GURGLE-FEST A real baby provides reaction shots to reassure young viewers

member: "If you spent your life anonymous, inside a suit, sweating your guts out, how do you think it feels?"

To match the scale of the Teletubbies, everything else on the set is also bizarrely off-size, including the rabbits seen in many scenes, which are bred especially for the show. The size of small sheep, the rabbits are pretty docile—except when they start "bonking" on-camera, their breeder admits. "Oh, don't write that!" she wails. "I'll lose my job." As Kenn Viselman, president of the Itsy Bitsy Entertainment Co., which is marketing the show in the U.S., puts it, "Everything about it is choreographed: the number of flowers on that hill, the ply on their fur. They fired an actor because he decided to fall off the chair more than they wanted him to."

The precise choreography is, however, essential. Long before anyone knew the show would be a hit, Wood and her company, Ragdoll Productions, put up more than three-quarters of a million dollars to build Home Hill, with the BBC kicking in millions more. And Ragdoll has promised the BBC a staggering 260 episodes—nearly 100 a year.

All this intensive, 11-hour-a-day labor has a tremendous potential payoff, not only for Wood and Ragdoll but also for BBC, which has a piece of the spin-off action that Viselman estimates could be worth some \$2 billion in retail sales. What does Viselman, who merchandised Thomas the Tank Engine, have planned? In addition to assorted dolls, expect to see Tubby slippers, backpacks, puzzles, videos, pajamas, books, board games, baby bottles, cups, key chains, stacking toys and, as the Tubbies would say, "Again, again!"

Wood claims that such merchandising is simply "now a part of life for children" and that parents "expect it." But the Teletubbies, more than the critters themselves, has some children's advocates worried. "It's a very sweet little show," says Kathryn Montgomery, president of the Center for Media Education. "But do we want to create a media culture which is aggressively marketing to younger and younger children?" The answer, emanating from that strange place over the hills and far away, sounds a lot like yes. ■



GALLANTY THREE: Hopkins, left, is the role model for Diaz, Jones and Banderas

## The Mark of Excitement

Zorro rides to our rescue with a romantic action movie that has real romance and real action

**A**SWISH, A SWOOSH, THE *SNICK-snack-snack* of dueling blades—the nice thing about swordplay is that it doesn't make a lot of noise. When cold steel is their weapon of choice, men can actually exchange snappy dialogue while engaging in mortal combat. Better still, when heroism and villainy go at it *mano á mano*, a certain clearly identifiable humanity as well as a certain cinematic grace and fluidity is imparted to their conflicts.

This alone would be enough to recommend *The Mask of Zorro*—and separate it from its competitors. Imagine a summer action spectacle that saves its only explosion until the end, where it has a genuine impact. Imagine one that leaves room for grace notes of humor and gallantry and does not bury them in showers of bad language and falling debris. Imagine one where you can actually hear yourself think. And better yet, hear the actors think.

Think? Well, all right, maybe that's too strong a term. But the action in this movie, most of which takes the form of spectacular stunt work performed by real, as opposed to digitized, people (note especially the spectacular Roman riding gag), is motivated by simple, powerful emotions of an old-fashioned and rather melodramatic nature, which the characters are not shy about expressing. We're talking high romance, pure ideals, dashing heroism here—all the stuff that used to animate our big boyish movies.

Generous almost to a fault, this movie offers us not one but two Zorros. There's an aging one. Don Diego (played with impeccable elegance by Anthony

Hopkins), making a comeback after suffering a long imprisonment, to fight a resurgence of tyranny in old, Spanish-controlled California. In the process he recruits a young, nimble apprentice, Alejandro (portrayed by Antonio Banderas), who's not afraid of acting a little dumb until his mentor smartens him up, cools his ardent blood and teaches him the skills that make him worthy of wearing the black mask of the gallant outlaw.

The pair need all their wit to thwart the relentlessly scheming Don Rafael. A blackguard worthy of the two Zorros' steel, he's richly realized by Stuart Wilson as a sort of Darth Vader of romance, helplessly embracing its dark side. Long ago he killed Diego's wife, with whom he was in love, and then abducted their daughter to raise as his own. Played in adulthood by the ravishingly beautiful and wonderfully spirited Catherine Zeta-Jones, she is, of course, destined to find both her true father and her true love behind one Zorro mask or another.

But not before our heroes have mercilessly tweaked, mocked, scorned and generally reduced Don Rafael to largely impotent rage. And just when he was on the brink of stealing all the gold in the state and setting himself up as ruler of an independent empire. Director Martin Campbell doesn't quite know when to stop. At some point the number of hairbreadth assaults and escapes approaches the tiresome. But they're all well choreographed, and since the good-natured conviction of all concerned with *Zorro* never flags, we are carried blithely along on their journey. —By Richard Schickel

C I N E M A

## Diaz-zling!

But can Cameron save this gross-out comedy?

**T**HERE'S SURELY SOMETHING ABOUT Cameron Diaz: everyone's crazy about her. Maybe it's the throaty laugh, the sinewy silhouette, the radiant smile that seems to wonder at the edges if you really think she's all that gorgeous. Well, she is—and a fine comic actress too. In *My Best Friend's Wedding*, she outdazzled and outcut Julia Roberts, no contest. Now she has five men—four pathetic losers and Green Bay Packers quarterback Brett Favre—drooling over her in Peter and Bobby Farrelly's latest assault on the already numbed taste buds of the American moviegoer.

Spanning 13 years and about 463 gross-out jokes (74 of which are funny), *There's Something About Mary* details the hapless love of can't-catch-a-break Ted



SWEET MEETS SLEAZE: Diaz and Dillon wade deep into the Farrellys' bad taste

(Ben Stiller) for smart, tomyboish, good-hearted Mary (Diaz). He tracks her from Rhode Island to Miami Beach with precious little help from an eczematous friend (Chris Elliott), a sleazy detective (Matt Dillon) and an invalid Brit (Lee Evans).

Viewers of *Dumb and Dumber* and *Kingpin* will think themselves prepared for this new Farrelly farago. They will be mistaken. Not since John Waters' early X-rated farces has a movie so revelled in low humor: a serotum in zipperlock, a genital-attack dog, an icicle earring made of seminal fluids, plus innumerable chicken-choking and dolphin-flogging references.

Any review is irrelevant to this movie; it is either above criticism or beneath contempt. But for those who park their sense and sensibility at the 'plex door, there's plenty to enjoy in the performances, the rowdy innocence of the whole thing, the closing sing-along of *Build Me Up Buttercup*—and the vision of Cameron Diaz giggly, gangly bloom. —By Richard Corliss



STYLING: VICTORIA WILSON/STYLING

THE NEXT PUFFY? "The shoes I wear are a whole lot bigger," Dupri boasts

## The Hit Man of Atlanta

Jermaine Dupri is now the hottest producer in R. and B. But can he cut it as a hard-core rapper?

By CHRISTOPHER JOHN FARLEY

**J**ERMAINE DUPRI, CHART-TOPPING R-and-B producer and hard-core rap star-in-the-making, still lives with his mother. The 25-year-old music man likes it that way; he likes to be self-contained, to have everything he wants, everything he needs, everything he cares about close at hand. For glory, the walls of his airy Atlanta home are lined with gold and platinum records—the hits he's written and produced for such performers as Mariah Carey, TLC and Usher. For recreation, nestled about the den, he has half-a-dozen arcade-style video games—including *Mortal Kombat* and *Street Fighter II*. For work, tucked in a corner on the ground floor, he has a cozy but well-furnished home studio. Often, when staff members at So So Def, the record label he heads, hold meetings, Dupri doesn't even leave his house to attend, but calls in via speaker phone. "I do [music] 100%," says Dupri. "Ain't nothing else going on in my life. Everybody else got kids, families. It's completely music for me."

Now Dupri, like Sean ("Puffy") Combs before him, is about to take the biggest risk of his professional career and step out from the safety of his studio. Like Puffy, he has been known primarily as a producer, but on July 21, Dupri will showcase his talents as a rapper-performer and release *Life in 1472*, his

debut solo album. Well, it's sort of a solo album; hedging his bets, Dupri's CD features an impressive array of already successful guest performers, including rappers Snoop Doggy Dogg, Mase and Lil Kim, as well as R-and-B singers Carey, Usher and Keith Sweat. "It's a ghetto version of Quincy Jones' *Back on the Block*," says Dupri. "His album was a wish list of people he wanted to perform with, and so is mine."

Born in North Carolina but raised in Atlanta, Dupri began wishing and striving for onstage success early on. When he was still just a teen, he discovered, de-

pany, and Dupri's deal helped his father, Michael Mauldin (a former road manager for various old-school R-and-B groups), land a job as vice president of black music at Columbia (he's now president of the division).

Although he is short in stature, Dupri is not short on self-confidence. Asked if he was intimidated by the rap stars on his album, he replies, "I feel like I could rap better than all of them if I wanted to. But that's not what I do—I'm a producer. But if I was a full-time rapper, they'd be intimidated by me. That's how I see it." And he fends off Puffy comparisons by asserting, "The shoes I wear are a whole lot bigger than the shoes that he wears. I'm more hands-on than Puffy in terms of my production." In a sly move, Dupri recently signed Mase, who performs on Puffy's label, Bad Boy, to a deal under which the rapper will find and produce new talent for Dupri.

Dupri's productions tend to be uncluttered, with clear melodic thrust; his particular talent is in creating songs that sound of the moment but are so sturdily constructed that they may be radio staples for years to come. Five songs he co-wrote and co-produced are currently on the *Billboard* Top 100 singles chart. His best recent work includes Usher's sleek album *My Way*, whose songs were almost all co-written and co-produced by Dupri, and the female vocal group Xscape's CD *Traces of My Lipstick*, which features several elegantly funky Dupri-penned songs.

On *Life in 1472*, Dupri proves he can perform as well as produce—his rapping is relaxed but engaging. The CD's best cut is *Sweetheart*, Dupri's duet with Carey. Her lilting, soulful voice is a good match for his prodding raps. Much of the CD, however, is tainted with misogyny; the word bitch poisons many tracks. It's a relief when rapper Da Brat, on the war-between-the-sexes song, *All That's Got to Go*, shows up to defend women and fire shots at pushy "players."

Dupri expects his album to be a hit, but no matter how it does, he says he had to make it. "It's like Michael Jordan when he went off to play baseball," he says. "People didn't understand why. But there was a baseball player in him—maybe not a good one—but there was one. Same with me. There's an artist in me—it may not be a good one, I don't know. But I think the art is good." ■

### From Classic Soul to Hip-Hop

Dupri has made hits for a wide array of performers. Among his best:



MARIAH CAREY  
*Always Be My Baby*



ARETHA FRANKLIN  
*Hare We Go Again*



USHER  
*You Make Me Wanna*

signed and launched the kiddie rap group Kris Kross. In 1992 Columbia Records gave him his own subsidiary label, So So Def, establishing him as a powerhouse in Atlanta's thriving R-and-B scene. Dupri, whose real last name is Mauldin, brought his parents, who are divorced, along for the ride: his mother, Tina Mauldin, runs his production com-

# Why Was He So Evil?

Was it ancestry? Psyche? Sexuality? A brilliant survey of the theories that seek to explain Hitler

**H**ITLER AND THE HOLOCAUST remain the 20th century baseline for the discussion of evil, the ne plus ultra. But as Ron Rosenbaum writes in his restlessly probing and deeply intelligent book *Explaining Hitler* (Random House; 444 pages; \$30), Hitler has escaped intellectual capture. The old tabloid survival myth (HITLER ALIVE IN ARGENTINA!) perversely comes true in the realm of our historical deliberations. "The search for Hitler," says Rosenbaum, "has apprehended not one coherent, consensus image of Hitler but rather many different Hitlers, competing Hitlers, conflicting embodiments of competing visions."

The British historian Alan Bullock's early interpretation, for example, had Hitler as, among other things, a cunning, low-rent charlatan. The other great British Hitler explainer, H.R. Trevor-Roper, constructed a Führer on the grand, demonic scale: a Great Bad Man theory of history. Between the poles of Bullock and Trevor-Roper, historians, psychologists and others have brought an anguished ingenuity to trying to account for the monster or, in the newest scholarly and academic literature, to dismiss the old "Hitler-centric" theories in favor of larger abstractions (the German character, Christian anti-Semitism).

What Hannah Arendt called the banality of evil has engendered an astonishing banality of explanation. A 1991 installment of television's *Unsolved Mysteries* focused on three "Diabolic Minds"—those of Ted Bundy, John Wayne Gacy and Adolf Hitler. The Führer, it seems, "had a stern father and was unable to establish a healthy relationship to his mother." Auschwitz resulted, you see, from the child Adolf's low self-esteem. A 1981 book published in Germany suggested in all seriousness that when Hitler was a youth, a billy goat took a bite out of his penis. Hence his subsequent career. The famous Nazi-hunter Simon Wiesenthal put it all down to the syphilis he thought Hitler had contracted from a Jewish prostitute. Others said Hitler himself had Jewish blood.

At a more sophisticated—but still far-fetched—level, George Steiner's controversial novel, *The Portage to San Cristóbal of A.H.*, argued, as Rosenbaum says, "that the tolerance, the secret approval, the permission [Hitler] received from the rest of the world to exterminate the Jews can be explained by the universal hatred mankind has for the Jewish 'invention of conscience,' for the torment inflicted on man by the ethical demands of Moses, Jesus, and Marx."

It is impossible to think about civilization, responsibility, human possibility, evil—or, of course, God—without confronting Hitler. In this brilliantly skeptical inventory of the world's Hitler-thinking, Rosenbaum analyzes not only the multiple Hitler theories but also the agendas and fantasies that the theorizers bring to their subject.



ROSENBAUM: Looking into the heart of darkness

His book may be useful to the surprising number of people—Flat-Earthers of the moral realm—who, even now, refuse to believe in the existence of evil. To them, admitting evil's reality seems to empower the irrational in an intolerable way, to give it a certain vulgar, primitive mystification. We can't have that, can we?

—By Lance Morrow



MORAN: Writing that's soothing to the soul

## Loving Care

A fine moment between a patient and his nurse

**N**EXT TO A BOY AND HIS DOG OR A girl and her horse, no fictional setup is quite as durable—and automatically touching if done well—as the story of a sick man and his nurse. Now, to *A Farewell to Arms* and *The English Patient*, add another memorable star-crossed Red Cross romance: Thomas Moran's second novel, *The World I Made for Her* (Riverhead; 273 pages; \$23.95), which delves into the bond between James Blatchley, a semicomatose New York City cop, and Nuala Riordan, his Irish-immigrant caregiver. Struck down (as the author himself was once) by a horrifically stubborn strain of chicken pox, the immobilized Blatchley has been rendered tongue-tied not by Cyrano-like shyness but by an emergency tracheotomy and an ominous respirator that he has nicknamed, Ken Kesey style, the Machine.

Given the story's medical ground rules, tragic, unrequited love is the only love Blatchley can reasonably hope for, and he makes the most of it, courting the plain but gentle Nuala solely from his neck up, in thoughts and dreams and the occasional rounding of his lips. Drifting among blackouts, hallucinations and long days of morphine-muted delirium, he stitches together a history for Nuala as an archetypal carefree country girl, all windblown red hair and stylized pink cheeks. But since Blatchley is also an intellectual (his police beat was forged and stolen art), he isn't satisfied with his first-draft images. As he revises and colors them in, he achieves a union with Nuala that, against all odds, isn't totally one-sided. The result is a reading experience as fresh and basic as lying down feverish on cool, clean linens with loving hands to tuck you in.

—By Walter Kirn



# Love, Valour, Compassion

Florence Harding was an ambitious and savvy political wife who stood by her man. Hmmm...

**B**Y THE 199TH PAGE OF *Florence Harding* (William Morrow; 645 pages; \$30), Carl Sferrazza Anthony's comprehensively documented biography of America's 29th First Lady, her husband Warren, now running for President, has already fallen into a reckless affair with Mrs. Harding's friend Carrie Phillips, trysted with a female Senate aide, ogled nude, frolicking teenage girls on a farm in Ohio, and sired two

First Lady's tastes and thinking than it is a titillating—and unquestionably entertaining—look at an early 20th century political marriage devoid of a mundane moment. Warren Harding, who died of heart failure in his second year as President in 1923, ran the country during a time of baroque corruption and excess that the book also engagingly chronicles. Like the current occupant of the White House, he seemed incapable of economizing on his affections for women or on following his wants cautiously. Among the previously unpublished records featured in the book are love letters and poems he sent to Phillips. Byronesque they were not: "I love your knees, their dimples kiss/I love your ways of giving bliss," he wrote in one.

At first Mrs. Harding approached her husband's infidelities as a jealous lover, traveling with him wherever he went. During his presidency, however, she seemed to settle into the role of palace guard, concerned more with shielding her husband's reputation than preventing his persistent philandering.

Above all, Florence Harding was an ambitious and headstrong First Lady, a key adviser to her husband, an agitator for women's rights and an advocate for injured veterans. She also comes off as a woman who would be terribly au courant today. Not only did she employ an astrologer, but she also championed animal rights and wooed Hollywood as a sort of Nancy Reagan meets Hillary Clinton meets Kim Basinger.

What's missing, alas, from *Florence Harding* is any real exploration of her emotional life beyond a diary entry that reads, "To me, love seems to have been a thing of tragedy." But perhaps that is all of her pain she'd want us to know.

—By Ginia Bellafante

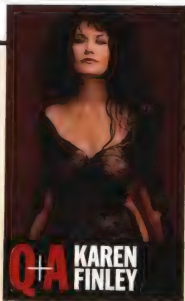


**GRAND AMBITION:** Anthony, right, who has also written about Jacqueline Kennedy, spent 20 years researching the life of the 29th First Lady



illegitimate children—one of them conceived in his Senate office with a woman 32 years his junior. It is with some amusement, then, that the reader at this point in the book finds a chapter titled "Women." Perhaps Anthony ran out of heading ideas, having already trotted out "Adultery Again," "Betrayal and Confrontation" and "Lust and War."

As all this might suggest, *Florence Harding* is less a deconstruction of this



**Q+A** KAREN FINLEY

Performance artist Karen Finley, who recently lost a Supreme Court case on a law requiring NEA grants to adhere to decency standards, has a new show, *The Return of the Chocolate-Smeared Woman*.

**Q: What kind of chocolate do you use to spread on your naked body?**

**A:** I knew that was going to be the first question. Right now my preference is Betty Crocker dark double chocolate.

**Q: That sounds more like a frosting than a chocolate.**

**A:** If you want to get technical, yes, it is a frosting.

**Q: Do you temper it?**

**A:** What's tempering? You mean melt it?

**Q: When you melt chocolate, you have to do it in stages or it congeals. You don't know much about chocolate.**

**A:** I like that layering and congealing. I like that sensation of whatever tempering does. Remember, I am indecent.

**Q: That's what the Supreme Court said. Does that hurt?**

**A:** I'm going to enjoy my status as loser.

**Q: I've never seen you perform. What exactly do you do?**

**A:** Basically just run around the stage making political-emotional commentary.

**Q: How do you get the chocolate off after the show?**

**A:** It's a double shower with a loofah, and the loofah doesn't even get it all off.

**Q: Ever try Magic Shell?**

**A:** What's Magic Shell?

**Q: It's that chocolate topping that hardens on ice cream.**

**A:** If you want to do it, I'll try it.

**Q: I feel special.**

**A:** In my show, if you give me \$20, you can lick the chocolate off.

**Q: I don't feel so special anymore.**

—By Joel Stein



SOME TRUCKS ARE JUST  
TOUGHER THAN OTHERS.



Chevy. The most dependable,  
longest-lasting trucks  
on the road.

Chevy Trucks



LIKE A ROCK

1-800-850-2438 or [www.chevy.com](http://www.chevy.com)

©2000 GM Corp. Buckle up, America! Buckle up, America! Buckle up, America!



Christine Gorman

## Pregnant Pacing

**A new study encourages women to walk during labor if they'd like. But not all doctors will agree**

WHAT'S THE BEST WAY FOR A WOMAN TO GIVE BIRTH?

You'd think after millions of years of practice, we'd have the answer nailed by now. But as a study in last week's *New England Journal of Medicine* makes clear, there's still a lot about birthing babies that even obstetricians don't know. Take something as simple as walking during the early stages of labor, which was the focus of last week's report. Many women find that it helps them to relax, to work through their contractions before the often tough job ahead. In

addition, midwives have long believed that walking reduces the need for pain killers and Caesarean sections because it allows the birthing process to work with gravity.

But most doctors—in the U.S. at least—argue that walking during labor is just a fad. It's much safer, they say, for the expectant mom to take to her hospital bed immediately, where the risk of falling is low and it is easier to monitor the baby.

Who's right? "We found that the truth was somewhere in between," says Dr. Steven Bloom, an obstetrician at the University of Texas Southwestern Medical Center at Dallas and the lead author of the study. Bloom and his colleagues examined 1,067 moms-to-be with routine pregnancies and randomly divided them into a group who walked during the first stage of labor and another group who stayed in bed. To their surprise, the researchers found that walking didn't shorten the labor or reduce the need for pain killers, nor did it lower the rate of C-sections. But a full 99% of the women who walked said they'd like to do it again for their next delivery. "Walking gave the women more of a sense of control," Bloom says. "Since it didn't hurt either the baby or the mom, it seems reasonable to let a woman walk during early labor if that's what she wants to do."

You can bet that a lot of obstetricians are going to resist that kind of advice. Their reluctance has more to do with the demands of high-tech medicine, however, than with any real concern about the dangers of walking.



### Steps to Consider

- **Pros** Walking helps many women work through their contractions and gives them a sense of control
- **Cons** There's a risk of falling, and monitoring the fetus can be more difficult

Twenty years ago, many doctors encouraged their patients to walk during labor. Then they started using electronic monitors on a regular basis. But the monitors, which measure the baby's condition during delivery, tethered the mother to a machine, making it impossible for her to walk. Physicians and nurses became more dependent on the high-tech instruments—though studies have shown that using a specialized stethoscope during routine deliveries is just as good at measuring a baby's vital signs as an electronic monitor.

So if you want to walk during the early stages of labor, don't let anyone talk you out of it. You may find nurse midwives more sympathetic to your need to ambulate than obstetricians. (A recent study by the Centers for Disease Control found that, all other things being equal, the risk of infant death was 19% lower for full-term deliveries attended by certified nurse midwives than for those attended by physicians—perhaps because midwives are slower to turn to higher-risk procedures like C-sections and forceps deliveries.) And if you want to keep tabs on what else is and isn't known about birthing babies, check in with the Cochrane Collaboration, an international group of researchers that reviews medical data. For nearly 20 years they've been sorting fact from fiction in childbirth. Now that's a true labor of love. ■

For more on walking during labor, see [time.com/personal](http://time.com/personal). Reach the Cochrane Collaboration on the web at [cochrane.org](http://cochrane.org).

### Good News on Hepatitis

LAMIVUDINE, OR 3TC, IS BEST KNOWN for its success as part of the AIDS "cocktail." But a study out last week shows

that the drug may be useful in treating chronic hepatitis B, a liver disease with more than 300 million sufferers worldwide. In a one-year trial on Chinese patients, viral levels in the blood fell more than 90% for those who took the drug.



### Bad News on Breast Cancer

TAMOXIFEN, USED TO TREAT BREAST cancer, made headlines in April when a study suggested it could also prevent the disease. But this week, two European studies showed no proof of prevention, casting doubt on earlier hopes. The studies differed in duration (the U.S. study was shorter) and in participants (one European study included low-risk women).

### Good News for Epileptics

FOR EPILEPTICS, ACUTE REPETITIVE seizure episodes can be extremely dangerous or even fatal—and, until now, they often required a trip to the emergency room, causing hazardous delays in treatment. Now Diastat, a gel formation of the epilepsy medication diazepam, makes it possible for a family member to stop seizure episodes before they become harmful.

### More Bad News for Smokers

QUITTING SMOKING MAY BE HARDER for African Americans. Studies published this week show that black smokers have higher blood levels of cotinine, a chemical indicating tobacco exposure, than do white smokers, possibly making smoking more addictive. Cotinine lingers longer in black smokers' bodies, which could increase risks of lung cancer.

—By Dana Horn



Source: *New England Journal of Medicine*; *Lancet*; *Journal of the American Medical Association*



Daniel Kadlec

## Tax Cut for Savers

The Roth IRA isn't just for retirement. Here's how it can help you save for a home and for college

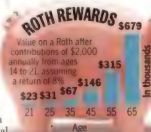
SOMETIME THIS WEEK PRESIDENT BILL CLINTON IS expected to sign a sweeping IRS-reform bill that includes "technical corrections" governing the popular Roth IRA. Mostly, the corrections close loopholes. So don't look for any big changes, like expanding eligibility for those earning more than \$100,000 a year. As I've argued before, that low limit unfairly precludes many nonwealthy couples in big cities from converting their old IRAs to a Roth. Still, nagging obstacles are about to get obliterated, opening the

door for wider use of this powerful savings tool.

The Roth is, of course, the now familiar IRA that allows savers to contribute after-tax money, which grows tax free and can be withdrawn tax free in retirement. Traditional IRAs are funded with pre-tax money that grows tax deferred but is subject to tax upon withdrawal. Here are three key corrections in the bill that relate to the Roth:

- You will be allowed to convert an existing IRA to a Roth, and you can wait until you file your tax return to revert to the old IRA penalty free. That means that if you expect to be just under the income limit, you can convert now without fear of stiff penalties should you find that you miscalculated.
- It will be easier to convert all your old IRAs into one Roth and put new contributions there as well. That eliminates any fees associated with multiple accounts.
- There will be only one five-year holding period before you become eligible for withdrawals. It would begin the year you open your first Roth and apply to all money added later. You still must be 59½ or use the money for certain exceptions like the purchase of a first home. But money contributed several years after the Roth is established becomes available for withdrawal that much sooner.

The flexible Roth isn't just for retirement anymore. It's a great way to shelter your estate and finance a first home or even fund a college education. There are myriad ways to take advantage. But first you must have a Roth to draw upon, and that's why the changes mentioned above are so important. They encourage people already retired or



with the highest eligible incomes to set up a Roth. Some, though, might need to "manage" their income for at least one tax year to get it low enough to allow conversion.

Start with estate planning. By converting an old IRA to a Roth, you must pay some immediate tax, but

you do not have to start withdrawing money after age 70½, as with an old IRA. So you can let it keep growing tax free as long as you live. It might even pay for your heirs to pick up the tax bill on the conversion, if they can afford it and you can't. The savings are that dramatic over long periods of time.

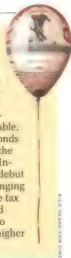
Saving for a first home? As long as you've held a Roth for five years, you can withdraw as much as \$10,000 penalty free and tax free at any age to make such a purchase. Early withdrawal is permitted for education too, but the investment gains are taxed. Still, if you are an older parent or a grandparent, you can use Roth withdrawals to pay for college, and it does not diminish your ability to make gifts of up to \$10,000 per person per year.

I think parents and grandparents should consider funding a Roth for youngsters as soon as the kids have earned income from cutting grass or baby sitting. Socking away \$2,000 a year (that's the max, and you can't exceed earned income) for even a few early years creates a versatile pool that may forever ease the pressure of a young person's costs for education, a first home and maybe even retirement. ■

See [time.com/personal](http://time.com/personal) for more on IRAs. E-mail Dan at [kadlec@time.com](mailto:kadlec@time.com). And see him on *CNNfn* at 12:40 p.m. E.T., Tuesdays.

## Bonds on the Rise

INFLATION HASN'T REARED its ugly head of late, but the Treasury wants investors to be ready if it returns. Last week the government introduced a new class of affordable, inflation-indexed savings bonds to protect investors even if the cost of living is ballooning. Interest on the bonds, which debut Sept. 1 in denominations ranging from \$50 to \$10,000, will be tax deferred until cashed in and may be tax exempt if used to help fund college or other higher learning.



## Fight Back Against the IRS

NOW THAT CONGRESS HAS PASSED AN IRS-reform bill, a few million taxpayers locked in battle with the dreaded agency may soon have a fair fight. Under the law, the burden of proof in many cases would fall to the government instead of the accused, and mistreated taxpayers would have the right to sue the IRS for damages. In addition, unlucky divorcees caught

holding the bag wouldn't always be responsible for the dubious accounting of their former spouses.



## Hidden Fees on Your 401(k)

IF YOU'RE ONE OF THE 25 MILLION workers pumping cash into a 401(k) savings plan, hidden fees could be slowly chipping away at your nest egg. That's the conclusion of a new Labor Department consumer guide (available at [www.dol.gov](http://www.dol.gov) or by calling 800-998-7542), which advises Americans how to comb through prospectuses to figure out the precise level of those extra, buried administrative charges.

**FEELING THE FEE**  
\$25,000 invested in a 401(k) for 35 years  
Over time, those fees really add up. —By Daniel Eisenberg

0.5% fee	\$227,000
1.5% fee	\$163,000

All that you love about  
your favorite magazines...



In a compelling new series on CNN.

**NEWSSTAND**  
**TIME**

**Sunday & Monday**  
**10/9PMct**

**NEWSSTAND**  
**FORTUNE**

**Wednesday**  
**10/9PMct**

**NEWSSTAND**  
**Entertainment**

**Thursday**  
**10/9PMct**

Introducing NewsStand, the prime time series that brings three great magazines to life on CNN. Combining the distinctive style and content of TIME, FORTUNE and ENTERTAINMENT WEEKLY with the resources of CNN promises to deliver stories and features that make you think. Stories you won't find anywhere else.

Visit NewsStand and walk away knowing just a little bit more.

**NEWSSTAND**

The magazines you love, on the network you trust.





Joshua Quittner

## You've Got V-Mail!

Video e-mail is slow and jerky, but it can be loads of fun—here's how to get it on your PC

I FIRST KNEW I WASN'T EXACTLY HANDY WHEN I tried to change the spark plugs on my family's Volkswagen bus. The plugs didn't need changing—the van was new. But I was a teenager, and this seemed like a good excuse to get under the hood and learn about How Things Work. A few minutes later (after I'd dropped the socket from the wrench irretrievably into the engine compartment but before my dad taught me a bunch of new and colorful words), I realized that I am a 10-thumbed, butterfingerted klutz.

Now, when so much as a light bulb burns out in my house, I'm inclined to call 911.

So why was I under the hood of my PC last week? What prompted me to risk electrocution or worse—the accidental deletion of all my Allan Sherman song lyrics? The shining promise of video e-mail, that's what. I had seen Sony's new FunMail and wanted to try it, even though I'd need to put a so-called PCI card into my machine.

There are plenty of other ways to send vid-

eo mail, of course. I counted a dozen video e-mail products last week, ranging from \$30 software to Intel's \$179 Create & Share Camera Package, which bundles a smart collection of software with a small, computer-top video camera. Intel's product is especially worth considering if you're also in the market for a cheap, Net-based video telephone, which allows you to talk to (and see) other users. I also liked Connectix's golf ball-size, \$129 QuickCam VC.

The recent flood of video e-mail products is partly due to the proliferation of faster PCs and modems. Mostly, though, it's a bid to find the successor to plain old e-mail, which remains the Net's most popular activity. Among online users surveyed by Forrester Research, 83% said they typically use e-mail, only 11% use the Web.

But video e-mail has yet to take off. "The packages all work pretty much the same," sighs Forrester's Mark Hardie, who has tried them all and is overwhelmed. While the quality of video e-mail

### Video Mail: Seeing Triple



**Connectix QuickCam VC** is a cheap, all-in-one way to send video e-mail



**Sony FunMail** Better quality and faster downloads, but a little buggy



**Intel Create & Share Camera Pack** doubles as a Net videophone.

resembles the herky-jerky style of communications with the Mir space station, a bigger problem is download time. Even compressed files tend to impose unbearably long waits for people stuck at the end of standard modems. Hint to video e-mailers: use the low-quality resolution, which creates smaller files. Hint to everyone else: most e-mail programs let you reject messages larger than 40 kilobytes. Do this.

Sony's FunMail seemed like a better approach. The PCI card would improve the video quality and speed the download time. Imagining how thrilled my wife would be when she got video mail of me singing *Seltzer Boy*, I opened up the PC and got the card in with minimal fuss. But after lots of crunching noises, the computer booted in something ominously called "safe mode." I phoned Sony's 24-hour help line, but the help guy had never heard of FunMail. Luckily, the manual's troubleshooting section allowed me to diagnose a hardware conflict and explained how to cure it. But when at last I fired up FunMail, the final half-second of any message I recorded repeated itself, as in "Seltzer boy! boy!" A Sony spokesman said I was the first person to report the bug. I am not surprised. At least I didn't lose any tools. ■

Find out more about video-mail programs at [time.com/personal](http://time.com/personal). Watch Josh Quittner and Anita Hamilton on CNN's Digital Jam at 7:30 p.m. E.T. on Wednesdays.

## Fry Your Eggs, Not Your Hair

YOU MAY NOT BE ABLE TO DO MUCH about the occasional bad-hair day, but a new hair dryer from Philips can help keep your locks from becoming dry and brittle. Its new SensorCare line uses infrared sensing technology to monitor hair temperature constantly and decrease the heat incrementally from 180°F to 135°F as your hair goes from wet to dry. Available in three models from \$49 to \$59, SensorCare dryers will be in stores this August.



## Sprechen Sie KidSpeak?

EXPERTS SAY A CHILD'S BRAIN IS better wired for learning new languages than an adult's, so why not give your youngster a head start? New KidSpeak software from Transparent Language offers lessons in 10 tongues for pupils ages 6 to 12 (\$40). Clever animated characters like Budi (who teaches Indonesian) and Lin



(Lin [Mandarin Chinese] guide kids through vocabulary, counting and other games that we found are fun for grownups too.

## House Hunting on the Net

IN ITS RELENTLESS QUEST FOR WORLD domination, Microsoft has staked its claim in the burgeoning market for home and mortgage websites. HomeAdvisor ([homeadvisor.com](http://homeadvisor.com)) covers every step of the buying process, from researching neighborhoods to scanning more than 500,000 current listings, to applying for a mortgage. It's a great resource, but it doesn't offer as many local listings as brick-and-mortar real estate offices.

—By M.M. Buechner and Anita Hamilton







WHITENESS PROTECTION  
PROGRAM.

New Crest Extra Whitening helps bring out the natural whiteness in your teeth with its enamel-safe polishing ingredient. Like a dentist's paste it works without bleaching, to gently polish away stains. No wonder. **Behind that healthy smile, there's a Crest Kid.**

WATCH THE

# WORLD'S BEST

PROVE IT.

—Michael Johnson, Three-time Olympic Champion

SUNDAY, JULY 19

men's 200 meters

**MICHAEL JOHNSON**

1

**DOMINIQUE DAWES**  
IN GYMNASTICS

MONDAY, JULY 20

women's 100 meters

**THE WORLD'S FASTEST WOMAN COMPETITION**

1

**DAN O'BRIEN**  
IN THE DECATHLON

TUESDAY, JULY 21

men's 100 meters

**THE WORLD'S FASTEST MAN COMPETITION**

1

**JACKIE JOYNER-KERSEE**  
IN HER FINAL HEPTATHLON



**WATCH ALL WEEK**

8:05 - 11:05 PM/ET

**TBS SUPERSTATION**

A Time Warner Company



[www.goodwillgames98.com](http://www.goodwillgames98.com)



Official Sponsors

Weekends

July 29-August 2





## No Interim CEOs Allowed!

What does **STEVE JOBS** have to do to get some respect? Apple's co-founder is finally back at the core of the company and beginning to put a bite on its decline, but he's still a nobody to security guards. Following his keynote address at the Mac World convention in New York City, Jobs suddenly found himself barred from the main show floor by a zealous young security guard who observed that Jobs didn't have the appropriate pass. When the many Appleistas with him offered him theirs, the security guard threatened to confiscate the passes and call state troopers. Despite the flurry of frantic cell-phone calls and cries of "Don't you know who this is?" the guard refused to budge. Jobs had to retreat and find a generic pass with which to enter his own convention. Maybe the guard was a Windows user.

—Reported

by Daniel Eisenberg

## AND STEINBECK NEVER HAD A HIT SINGLE

**JIMMY BUFFETT'S** memoir, *A Pirate Looks at 50*, hit the No. 1 spot on the New York Times best-seller list. He's one of only six authors to have had books at the top of both the fiction and nonfiction lists. Even odder, one of each of the other authors' books seems to have an odd resonance with a Buffett album.

AUTHOR	BOOK	BUFFETT ALBUM
Ernest Hemingway	<i>The Old Man and the Sea</i>	<i>Son of a Son of a Sailor</i>
John Steinbeck	<i>The Grapes of Wrath</i>	<i>Banana Wind</i>
William Styron	<i>A Tidewater Morning</i>	<i>Floridays</i>
Irving Wallace	<i>The Twenty-Seventh Wife</i>	<i>Don't Stop the Carnival</i>
Dr. Seuss	<i>Oh, the Places You'll Go!</i>	<i>You Had to Be There</i>



BUFFETT: THOMPSON—NEW YORK TIMES



## Life, but Not As We Know It

"July 8, 1998, 8:45 a.m. That's the day the waiting stopped." It sounds like James Kirk, but it's **BILL KRAFT** describing the moment he found out *Star Trek* was going to be commemorated on a stamp—an event for which Kraft has been campaigning for 12 years. "It represents such fine ideals, like nonviolent resolution of conflict where possible," says Kraft, an interlibrary-loans assistant in Minnesota. He organized petitions, got Ray Bradbury, Isaac Asimov, Arthur C. Clarke and some Senators to write to the Citizens' Stamp Advisory Committee. The committee rejected the idea. Then came the Celebrate the Century series, in which the U.S. Postal Service had people vote on which icons represented the '60s best. That's all the opening Kraft and the Enterprise Stamp Committee needed. The battle is won. What will Kraft do now? "If I found another project I could feel passionate about," says Kraft, "I might beam aboard again."



## Perp of the Week

**FOR Failing** to appear in court in India on charges that his Star TV network was broadcasting "vulgar and obscene" material. **CHANCES OF CAPTURE** The arrest warrant, issued in Delhi, will be hard to serve on Murdoch unless he visits India. **REWARD** No job offer from Fox.

REWARD No job offer from Fox.

## CELEBRITY REAL ESTATE HAND-OFF

As we all know, celebrities are special people with special needs. And, as the glossy shelter magazines keep telling us, they have special homes too. So when it comes time to sell, where do they find buyers? Among other celebs, of course. In last week's trades:

**SELLER** Paula Abdul

**BUYER** Tom Arnold

**DESCRIPTION** Beautiful peach 6,800-sq.-ft. Spanish-style villa in excl 90210 zip. Gated comm, 5 bns, pond w exotic Japanese fish, ftn, winding pool leads to sunny kit, Mary convs. Stunning vus

**PRICE** \$2.4 million (although it was valued at \$3.2 million in 1995)

**SELLER** Jasper Johns

**BUYER** Spike Lee

**DESCRIPTION** Lvely Italianate 4-stry, 9,000-sq.-ft. home in prestig 10021 zip. Courtyrd w ftn, 32-ft. frontage, once owned by Gypsy Rose Lee!

**PRICE** With the place next door, which was bought by a nonceleb, a reported \$72 million (Johns paid \$4.77 million for the two)



BARRY TALENCO—METINA, M. GERRARD—GLOBE



WALKER—STYLING; GUYENNEP; MURPHY; THOMPSON—NEW YORK TIMES



Roger Rosenblatt

# Talking Race with the President

*Arguing over old issues, but with a heartening sense of goodwill*

**A**T FIRST I THOUGHT I OUGHT TO PREPARE—TO READ ARTICLES on school vouchers and interview experts. Joining last week's *NewsHour* panel discussion on race with President Clinton was, after all, a big deal. We were about to traipse around the soul of America. And any time you meet with a President, if you say you're not nervous, you're lying or legally dead.

But by the weekend before the taping, I decided not to study up, or even brood very much. After a lifetime of normal U.S. citizenship, if I did not know my feelings on this matter, too bad for me. My fellow panelists—Cynthia Tucker, Elaine Chao, Sherman Alexie, Clarence Page, Richard Rodriguez, Kay James and Roberto Suro—clearly had decided the same thing. Jim Lehrer, our moderator, encouraged us to let our feelings rise to the occasion.

Feelings have been missing from recent discussions of race—real feelings, I mean, not the verbal position papers of professional ranters. Since the days of "black and white together" (who sings that anymore?), race talk has descended to bloviations of theories, bigotries and blame, especially blame. Once we thought it would be simple. Thurgood Marshall predicted the end to all school segregation within five years of *Brown v. Board of Education*. Now we live with thwarted expectations and the sort of intellectual meanness that goes with disappointed hopes. Integration, the best idea this country ever had, dares not speak its name.

That said, the moral atmosphere of the country is a brave new world compared with the one I grew up in. The murder in Jasper, Texas, of a black man who was dragged to his death by three white subhumans: 40 years ago, that town of 8,000—30% black—would have rallied round the subhumans. Today the mayor declared that the established bond between black and white would hold. And the dead man's family told opportunistic politicians that he was not a national symbol.

On the panel, my friend Page, attempting to prove racism was still rampant, told of black teenagers being hassled by white cops in his Chicago suburb. Had I thought to say it then, I would have suggested that 40 years ago, Page's family would not have been living in that suburb.

I did talk about progress made and urged Clinton directly to reaffirm the goal of integration. On TV it looked as if he were agreeing with me. In the interests of defending affirmative ac-

tion, however, he has been more concerned with diversity, and the word integration is a code attack on identity politics and separatisms (I intended it as such). So he deftly changed the subject, only to be hit between the eyes by Chao, who was steaming about preferences in California, and by Rodriguez, who said he did not want to be a quota-system beneficiary.

The buried business of the panel was the unending fight between those of us who are for equal opportunity and those who are for equal outcomes. And the President, though he favors both, inevitably winds up on the side of preferences. He talked

about a diverse student body being educational in itself, but that sort of wishful thinking supports the notion that self-esteem is more important than physics. Better to try to achieve equal outcomes from the bottom up. A President can't do much about race relations, but if Clinton got off the affirmative-action barricades and on to programs that ensured equal education opportunities for kids, we might get closer to where Martin Luther King Jr. originally dreamed us.

Yet it was less important, at least to me, that this old argument got nowhere on the panel than that the feeling created among the President and the other panelists, largely strangers to one another, was familial. At a time when similar meetings have ended either in donnybrooks or in savage politeness, this was unusual. People always call a debate civil when they mean useless. But there was more than civility on the panel. There was active goodwill. It was clear that we wished one another well. We wished the President well.

As for him, he could have gone on talking well beyond the hour, and in fact he stayed 45 minutes after the taping, going back and forth with us. He was in his element as Schmoozer in Chief, of course, but there was no doubt that he was genuinely committed to this problem; at some level, it is where he lives. My own taste would have him talk less like a policy wonk and more like a preacher, but as the panel demonstrated in a confused and awkward way, most of us are on the same side.

In a televised group discussion, you have to pay rapt attention lest the moderator call on you. I was rapt, all right, but I also found myself observing the plain good-heartedness at the table. I wondered with pleasure: Are we getting there, though we don't yet know it? Here were 10 people of all colors gathered around the well-being of America. The country mattered to us. We mattered to us. Nothing else was won, but for now I'll take it. ■



On *NewsHour*: Cynthia Tucker, Bill Clinton and Elaine Chao

© ROBERTO SURO/ABC NEWS

If you're having a tough time deciding between  
an Accord or Camry, we can help.



The Wake Up and Drive™ hotline

Or [www.wakeupanddrive.com](http://www.wakeupanddrive.com)



# FRIENDS & NEIGHBORS BENSON & HEDGES



© Philip Morris Inc. 1998

15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.**



A MOMENT OF PLEASURE  
WITH THE 100MM CIGARETTE